JUNE 8, 1953
CHNOLOGY DEPT.

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BROADCASTING

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JUN 8 1953
DETROIT

WHY?

IN THIS ISSUE:

...anborn • Dyanshine • Falstaff

Feenamint • Chooz • Good Luck • Kaiser-Frazer

Hill Bros. Coffee • Household Finance • Old Spice

Ladies Home Journal • Saturday Evening Post • Life • Loew's M.G.M. • Morton House Foods

Bell Telephone Company • Oxydol • Pan-American Coffee Bureau • Prell Shampoo • Jolie

Purex • Trend • HyPower Chili • Shinola • Sunkist Oranges • Paramount Theatre • Nash

Swansdown Cake Mix • Union Pacific Railroad • Bryant Gas • Packard • De Soto • R.K.O.

Decca Records • Philco • Mayflower Van • Dodge • Westinghouse Laundermat • Nutrena

Nucoa Margerine • Allied Van • Cheer Detergent • Ajax Cleanser • Lipton Tea • Plymouth

Chesterfield • Chlorodent • Clorets • Silver Star • Flavor-Kist • Brach Candies • Zerone

D-Con • Dentyne • Electrolux — Crosley TV

Rinso • Snow Crop — Motorola TV

Buick • Chrysler — Shadow Wave

Pontiac • Kirby — Blue Star Blades

Amana Freezers — General Electric TV

Goodyear Tires — I-GO Van • Breeze

Budweiser Beer — Dusarb • RCA Victor

Hill's Dog Food • Armstrong Tires • Whirlpool Washers • Crosley Refrigerators • CBS-TV

Columbia Records • Singer Sewing Machines • Skinner's Raisen Bran • Perfex • Musterole

Airmaid Hosiery • Firestone Stores • Foreman & Clark • Safeway Stores • Post's Cornlets

Duncan Hines Cake Mix • Capitol Records • Groves Bromo Quinine • Frostee • Chevrolet

Lipton Soup • Oldsmobile

Mission Orange • Hudson

Royal Pudding • Sew Gem

KOWH
OMAHA

RESULTS!

...ington's printers' ... continued as this is ...rried to press. Again ... magazine is printed ... While most of the ... type was set by Lino... ...some of the headlines ... Varityp... Full edi... ... coverage of the ...'s news is provided as ... The strike was set... ...last Wednesday night. ...week's issue will be ...ced under normal ...itions. Thanks to all ...you for bearing with us.

22ND year

CONTINENTAL BAKING COMPANY DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

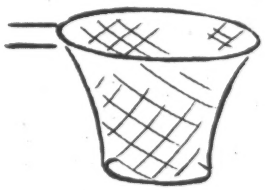
From New York to California and from Minnesota to Louisiana the great modern bakeries of the Continental Baking Company each day turns out millions of loaves of Wonder Bread and Hostess Cup Cakes. The combination of skilled bakers and quality ingredients has resulted in leadership for Continental Baking Company—its two fine products are favorites in far more American homes than any other brand of bread or cup cakes.

Skill and experience have brought leadership to another fine firm—the Havens & Martin, Inc. Stations. Virginians in the rich markets around Richmond have long proven their favoritism for WTVR, WMBG and WCOD—they're a loyal audience and they're a responsive audience. What more could an advertiser ask?

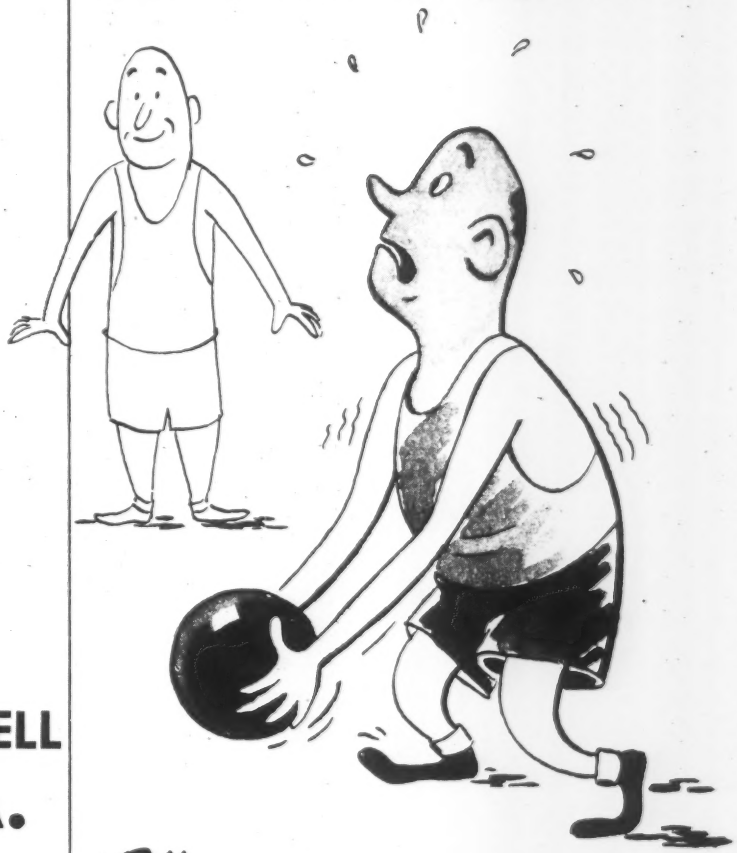
FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.



You can't play basketball with a cannon ball . . . .



. . . NOR CAN YOU SELL **ERIE, PA.** WITHOUT **WICU TV** CHANNEL 12

WHO ever heard of a cannon ball being substituted for a basketball —Foolish eh? Same as trying to sell Erie, one of the nation's top test markets, without WICU-TV! Some 200,000 TV sets in this rich area watch Channel 12 only. WICU-TV carries all four networks.

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

Home Office, 500 Security Bldg., Toledo, Ohio

by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IOWA PEOPLE *Work-Play-Live* BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a *plus* this is for advertisers who use *radio!*

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it *intensely* interesting.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

closed circuit

MILLION DOLLAR radio-TV program for CIO, recommended by its Public Relations Committee, last week was approved by union's board. Understood to involve news-commentary format, it would feature daily radio newscast, plus TV show. Plan was evolved in collaboration with Henry J. Kaufman & Associates, Washington advertising agency, and Wyatt & Scheubel, New York radio-TV agency specialists.

★ ★ ★

WHENEVER FCC is ready to name its new secretary, T. J. Slowie, Democratic incumbent in that office since April 1937, will step out. That much has been conveyed to Chairman Rosel H. Hyde. Still no decision on successor but front runner is Col. William B. Campbell, veteran communications executive now on active duty with Signal Corps.

★ ★ ★

FIRST GLIMPSE of what color TV equipment they will need for color-casting will be afforded TV station operators and CP holders by list now being prepared by engineering products division of RCA Victor. Expectation is it will be mailed this week. Although prices may be omitted for present best guess is average station must spend around $15,000 [B•T, June 1].

★ ★ ★

PROJECTED Radio and TV Rating Methods Study of Advertising Research Foundation may be called off unless $10,000 contribution is forthcoming from telecasters. NARTB TV Board twice has deferred action on pitch for contribution made by Ed Kobak, ARF president and also member of NARTB Radio Board. BAB has pledged $15,000 contingent upon TV contribution of $10,000, with balance of cost from ARF.

★ ★ ★

PORTENTS of another broadside against FCC by Wisconsin's militant Sen. McCarthy seen as result of Commission action last week granting Bartell Broadcasters (WOKY) vhf Ch. 19 in Milwaukee. Previously, same group comprising Beznor brothers, had been granted Ch. 33 in Madison. They're on McCarthy's list and his staff investigators already have been on job.

★ ★ ★

THERE'S a fuss in some Capitol Hill quarters over letters received from few broadcasters who reportedly disagree with NARTB's statement against Sen. Johnson's baseball bill. Letters, said to favor such legislation, will be released soon along with baseball hearing record.

★ ★ ★

VIVID example of how new FCC TV expediting procedure works given in grants last week to KCMO Kansas City (Ch. 5) and Capper's WIBW Topeka (Ch. 13). Both were slated for hearing because of competing application of KCKN Kansas City, Kan. for Ch. 5 and KJAY Topeka for Ch. 13. KJAY got off WIBW's back through reimbursement of out-of-pocket expenses to owner S. H. Patterson, Thereafter Capper's KCKN dismissed its application for Ch. 5. That paved way for quick action, which came without advance notice.

★ ★ ★

TO ANSWER ad placed by CBS-TV claiming seven-way leadership, NBC has prepared six-page bulletin of "facts vs. fancies" slated for affiliates this week. It accuses CBS-TV of "violation of one of the basic principles of responsible media advertising" for not showing source of six of ad's seven claims; contends NBC actually is ahead on five of seven points; says of other two that CBS-TV's claim of more sponsored time will be met by NBC-TV expansion of daytime schedule, and that while CBS-TV's April gross billings exceeded NBC-TV's, this lead was by only 3.2% and "we have every reason to believe that NBC will be in the No. 1 spot in gross billings in May and again in June."

★ ★ ★

WHILE fall plans have not been revealed, Greyhound Bus Lines will spend at least $900,000 on television this year—sharp increase since 1951 when it siphoned $250,000 into spot. Greyhound also has been one of multiple sponsors of CBS-TV's *Omnibus*.

★ ★ ★

TO GET fresh approach, Commission's newest member, John C. Doerfer, has been assigned by Chairman Rosel H. Hyde to appraise Commission procedures. Among projects Mr. Doerfer is studying is one whereby city priorities in TV would be calculated on mathematical formula, taking into account existing service, fringe service from outside stations, population and similar weighted factors.

★ ★ ★

LEADING contender for manager of engineering, NARTB, to succeed Neal McNaughten, is A. Prose Walker, veteran FCC engineer, now assigned to Stewart Air Force Base, Newburgh, N. Y. in charge of area Conelrad project. Mr. McNaughten left June 1 to join RCA as administrative head of broadcast market planning section of Engineering Products Dept.

★ ★ ★

FULL FCC met with 11 of 12 hearing examiners in off-record session 10 days ago to prod them on speed-up drive in TV. They were told to cut-to-bone on testimony and on their initial decisions. Theme was to "get tough" with lawyers and witnesses who persist in padding records with unnecessary and inconsequential stuff.

★ ★ ★

NAME of Samuel Rosenbaum, trustee of AFM Music Fund and former president of WFIL Philadelphia, cropped up at Vitapix Corp. board meeting last week. Evidently, top Vitapix officers have conferred informally with him relative to firm's cooperative TV station owner plan.

IN THIS ISSUE

LEAD STORY

In its first direct action against an alleged "strike" TV application, FCC asks Arkansas TV Co. to justify its application for vhf Ch. 7 at Pine Bluff, after investigating claims the firm seeks to delay advent of TV there. Piedmont Radio Co.'s bid for uhf Ch. 17 at Spartanburg, S. C., comes under second FCC investigation. *Page 35.*

ADVERTISERS & AGENCIES

As network TV station clearances become an ever-growing problem, more advertisers are turning to regional and spot film shows. Six advertisers reveal regional film plans during week. *Page 36.*

FILM

Vitapix Corp. breezes ahead with plans to syndicate film to owning stations in 40 markets with an exploratory meeting in Chicago at which three more directors are elected, an executive committee named to make policy and a vice president added. *Page 38.*

GOVERNMENT

FCC's new hurry-up policy in making TV channel grants to sole surviving applicants slides into high gear as eight grants are made during week, six to applicants whose competitors have withdrawn. Highlight is second vhf grant in Kansas City, to KCMO. *Page 43.*

In a TV version of FDR's radio fireside chats, President Eisenhower reports informally to the nation on 22 weeks of GOP rule. Flanked by four Cabinet members and backed by agency staging know-how, the President employs a simulcast to reach 50 million TV viewers and a large radio audience. *Page 44.*

STATIONS

Edward Petry & Co., national representatives, buys 22% of KFMB-AM-TV San Diego for $633,000. *Page 47.* Gordon Broadcasting Co. buys WSAI-AM-FM Cincinnati from Storer Broadcasting Co. for $203,000, plus quick assets. *Page 50.*

Five more TV stations go on the air to bring total post-freeze starters to 70. *Page 48.*

NETWORKS

Although solid old radio still outdistances newcomer TV, the television age's first British Coronation sees NBC-TV and CBS-TV sprinting for "firsts" in getting BBC films of the event to the U. S. While the favorites jockey for position, darkhorse ABC-TV makes it a dead heat by taking a "feed" from CBC in Montreal. *Page 56.*

ABC, in Chicago and New York shifts, moves John H. Mitchell from WBKB (TV) to ABC vice presidency at WABC-TV as Paul Mowrey resigns from the latter and John Norton Jr. quits ABC's Central Div. James Stirton, Don Roberts and Sterling Quinlan move up. *Page 60.*

UPCOMING

June 8: National Community Television Assn. Convention, Park Sheraton Hotel, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Chicago.

Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

at deadline

Excess Profits Tax Relief To Be Urged at Hearing

COMPLAINT of TV stations covering inequities in Revenue Bureau rules applying to excess profits tax relief legislation enacted last year will be made Friday by special NARTB tax committee spokesmen at hearing before House Ways & Means Committee. Rep. Daniel A. Reed (R-N. Y.) is committee chairman.

Part of new regulations announced Thursday with more to come. Lovell Parker, legislative consultant to NARTB committee, to appear before Ways & Means group, which is conducting inquiry into excess profits tax.

NARTB's tax group met Thursday to consider problem, members feeling new regulations do not carry out intent of relief legislation. Among those attending meeting were Dwight W. Martin, General Teleradio, chairman; Mr. Parker; Earl S. Gammons, Merle Jones, Kenneth Hoehn, A. S. Padgett, CBS; Rudolph Peterson, CBS and General Electric Co.; John H. Poole, Storer Broadcasting Co.; George Wheeler, NBC; Vernon Wilkinson and Harry J. Wright, ABC; Peter King, WTMJ-TV Milwaukee; Thad H. Brown Jr., NARTB.

Meanwhile some major advertising agencies are working to be included under television broadcasters' provision of 1951 Revenue Act. They claim they spent substantial amounts working up TV programs during 1946-'49 base year and should be given relief to better their EPT base credit. Topic came up at meeting two weeks ago of Joint Senate-House Tax Committee at a closed session.

Radio-TV Habits on Farm Shown in Meredith Study

SURVEY of its 300-farm family consumer panel by *Successful Farming* (Meredith Pub. Co.) shows: No more than 14.8% are TV viewers in any one quarter-hour; *I Love Lucy*, top-rated program, viewed by 14.9% of families in fortnight test; maximum viewing between 8-9 p.m., with Wednesday best day; not over 47% of families listen to radio during any quarter-hour; Arthur Godfrey, top-rated radio program, heard by only 27.8% during fortnight; maximum listening between 6-7 p.m.

Meredith Pub. Co. operates WOW-AM-TV Omaha; WHEN (TV) Syracuse and KPHO-AM-TV Phoenix, Ariz. Survey conducted last December.

Analysis of survey findings shows TV ownership of 22% in October, 1952, with one of four TV owners using booster; average ownership period was 18 months; four of 10 families live over 50 miles from nearest TV station.

Radio listening ranges from 2.5 hours on Sunday to 4.5 hours on Monday, according to survey. With 22% TV ownership, survey shows 16% to 19% of panel families watch TV every evening. Hours of listening range from 2.9 on Tuesday to 3.5 on Sunday.

CBS-TV Spot Sales Changes

SERIES of promotions among personnel of CBS-TV Spot Sales being announced today (Monday) by General Sales Manager Sam Cook Digges. J. Richardson Loughrin of Chicago office becomes head of Los Angeles office, effective immediately. Edward A. Larkin, head of Los Angeles office, takes over as Chicago manager, effective June 15. MacLean Chandler goes from Chicago manager to head of expanding coast operation in San Francisco, effective June 22, and Lamont L. Thompson, who opened San Francisco office in October 1950, moves to Chicago as account executive, effective June 29.

PRINTERS' STRIKE ENDS AFTER 2½ TOUGH WEEKS

HERE is the third and last "printers' strike" edition of BROADCASTING • TELECASTING. It is to some extent improvised, but every effort was made to carry all of the week's news.

The strike of Columbia Typographical Union 101, AFL, against all of Washington's commercial printing plants, began on May 18. It was concluded last Wednesday night (June 3), with concessions on both sides as to wage scales and fringe benefits.

Of necessity, this issue was scheduled for offset, rather than letterpress production. Whereas last week's issue was composed by Varitype, this issue is set by regular Linotype.

Next week we return to normal schedules. The Feature Section and the Radio and Television Network Showsheets will make their re-entry.

Our thanks to all of you who have persevered with us. And our thanks to the many subscribers who took time out to communicate with us and offer their assistance.

A particular word of appreciation from the management to our staffs . . . editorial, business and circulation. All hands worked overtime and extra time to produce B•T on schedule during three arduous weeks.

Watts, Smith Promoted By RCA Victor

W. WALTER WATTS, RCA Victor Div. vice president in charge of engineering products, elected vice president in charge of technical products, with Theodore A. Smith elevated to vice presidency to succeed him in Engineering Products Dept., Walter A. Buck, vice president and general manager of division, announced Friday after RCA board meeting.

In his new post Mr. Watts succeeds L. W. Teegarden, who was named executive vice president of RCA in February. Mr. Watts, who joined RCA Victor after wartime service as colonel and commanding officer of Signal Corps distribution agency, and as Signal Corps procurement director, will supervise activities of both Engineering Products Dept. and Tube Dept. of RCA Victor.

Mr. Smith, who has been assistant manager of Engineering Products Dept., joined RCA in 1925, supervised construction of its pioneer TV station, W2XBS, in New York in 1928, entered commercial engineering work in 1930, has held key sales and administrative posts at RCA Victor's Camden headquarters since his assignment there in 1938.

de la Ossa New WNBC-WNBT (TV) Manager

APPOINTMENT of Ernest de la Ossa, NBC personnel director, as manager of network's WNBC-WNBT (TV) New York was slated to be announced today (Mon.). Ted Cott continues as vice president in charge but de la Ossa appointment will enable him to devote more time to his recently added duties in overall owned and operated station department under Vice President Charles R. Denny.

Mr. de la Ossa joined NBC in 1942, helped set up its personnel department, rose to personnel director in 1943, was given additional responsibilities in labor relations in 1946. He formerly was employment executive of R. H. Macy & Co. department store in New York. Successor as personnel director not announced.

• BUSINESS BRIEFLY

TWO SPOTS ON MBS PLAN • Mutual's multi-message plan approaching SRO point, with only two of 20 participations still open, network announced Friday. Emerson Drug Co. and Carter products, buying into plan late last week, raised total to 18 one-minute participations sold out of 20 available in the four half-hour five-a-week programs included in multi-message package.

WHEELER MAY MOVE • Clinton Wheeler, director of radio and television for Hewitt, Ogilvy, Benson & Mather, N. Y., expected to resign shortly to join Kenyon & Eckhardt, N. Y., in executive capacity.

SPOT CAMPAIGN • Simoniz Hilite, Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing eight-week spot announcement campaign starting June 15 in about 75 radio markets.

RECOMMEND NEWS FOR GULF • Young & Rubicam, N. Y., agency for Gulf Oil, will recommend that client buy news programs in radio to replace *Counterspy* on NBC radio. *Counterspy* goes off air at end of this season.

BARCLAY-GRANT CAMPAIGN • Barclay-Grant, N. Y. (sewing kits and other products), planning radio campaign using spot announcements and ten-minute segments of shows, effective after Labor Day. Product is mail-order account and expects to use about 35 markets. Agency: H. W. Fairfax, N. Y.

ALL-STAR FOR GILLETTE • Gillette Co., Boston, will sponsor 1953 All-Star baseball game from Cincinnati, July 14 over MBS, starting at 2:15 p.m. EDT, as another of *Gillette Cavalcade of Sports* features. Agency: Maxon Inc., N. Y.

WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

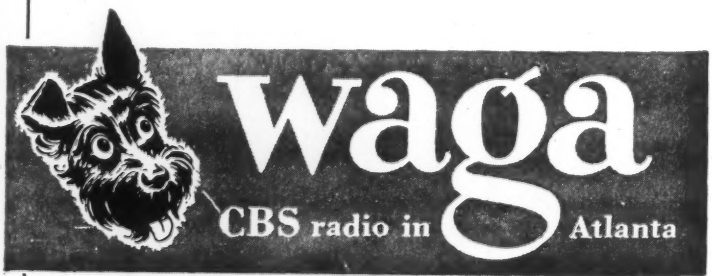
Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station "A" 8 firsts, station "B" 8 firsts, station "C" 2 firsts and station "D" one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

**According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.*

Light and lively music, baseball, Perry's kitchen with menus and recipes emphasizing outdoor living —when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programing.



Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P. & Nat'l Sales Director, 118 E. 57th St., New York 22
BOB WOOD, Midwest Nat'l Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

Transit Radio Battle Continues in Courts

LEGAL battle over transit radio service in Washington, D. C., continuing though WWDC-FM and Capital Transit Co. stopped programming May 30 (see earlier story this issue). With U. S. Court of Appeals (D. C.) decision awaited on Transit Riders Assn. appeal from FCC refusal to let it intervene in WWDC-FM license proceedings, riders group filed opposition to WWDC-FM move to have question declared moot.

Carl L. Shipley, counsel to riders group, held it is party in interest and if court so finds, it can protest WWDC-FM renewal. He opposed motion of WWDC-FM for leave to file memorandum suggesting question is moot now that WWDC-FM has dropped service. Harold D. Cohen of Pierson & Ball, had asked leave to file memorandum for WWDC-FM suggesting question is moot, and had expressed intent to file motion to dismiss. Riders group argues it has seen no indication WWDC-FM will remove all radio gear from streetcars and buses. Case was argued before court April 20. Riders group contends mootness is matter for FCC and not court.

Nationwide Membership Planned by Vitapix

VITAPIX Corp. probably will "extend membership on a nationwide basis" for TV station owner cooperative film-rental plan, Frank E. Mullen, president, said after closing of two-day directors-stockholders meeting in Chicago (see earlier story this issue). Station membership near 45-station goal, with WMAR-TV Baltimore and 10 other new subscribers.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., predicted Vitapix will make "significant contribution to higher program standards." Vitapix offering stockholders 30 shares of common and 60 preferred at $100 par, or $9,000.

Larus Buys WCAV

SALE of WCAV Norfolk, Va., for $125,000 by estate of Joseph Light to Larus & Bro. Co., licensee WRVA Richmond, reported Friday in application for FCC approval. Larus, contestant for vhf Ch. 12 at Richmond with WRNL and Richmond TV Corp., does not assume TV application of WCAV for Ch. 10, in contest with WGH Newport News, WNOR Norfolk, Beachview Bdcstg. Co. and Chesapeake Services Inc. WRVA, basic CBS outlet, stated in transfer application it would seek NBC affiliation for WCAV, since WTAR-AM-TV Norfolk Sept. 27 switches from NBC to CBS. Larus also owns WRVC-FM Norfolk.

WBAL-TV Interim Increase

WBAL-TV Baltimore announces interim increase in power from 27 kw to 100 kw. Power will go up to 316 kw when tower is erected and 25 kw RCA amplifier installed, according to John T. Wilner, engineering vice president of Hearst radio-TV stations.

PEACE ALERT

IMMINENCE of peace in Korea over weekend led radio networks Friday to alert news correspondents in Far East and U. S., and television networks to prepare special background film programming. ABC-TV said it was sending special film unit to Panmunjom.

Merchandising Analysis Planned by BAB

BAB is planning "first detailed analysis of concept and function of merchandising as it relates to radio advertising," BAB President William B. Ryan revealed in Philadelphia Thursday at 10th in series of 44 area sales clinics.

Mr. Ryan said subject will be surveyed by BAB with plans committee, advisory to BAB president, with view toward ascertaining "reasonable" definition of merchandising in radio and determining yardsticks which local stations can use in measuring need and method of merchandising for advertisers. He added that he "personally" recommended merchandising service be offered free only when station gains "definite" promotion at same time, or when scheme is tied to specific sale on station.

Changes in Film Pact

TV FILM commercial contract includes new clauses agreed on since Screen Actors Guild-Film Producers Assn. of New York pact was adopted in March, John Wheeler, FPA general counsel, told National Television Film Council at New York luncheon. Additions agreed on, he said, include right by producer to edit commercial to smaller length with another soundtrack at no additional re-use payment; right of arbitration reserved for producers and SAG only and not for actors as was original pact; right by producers to use seasonal commercials for four seasons rather than one year or 18 months; right to use program commercial 13 weeks out of 17-week period, instead of strictly 13-week period, in event stations cannot be cleared.

Hearing on Information Plan

HEARING on President's plan to create U. S. Information Agency which includes Voice of America can be expected to be held by House Government Operations Committee as result of actions taken late in week by committee's chairman, Clare E. Hoffman (R-Mich.). Rep. Hoffman was introducing resolutions to disapprove all reorganization plans to ensure hearings early within 60-day period during which Congress must take negative action to veto them, otherwise approval is automatic (see early story this issue).

KIWW Representative

NATIONAL Time Sales has been appointed national representative for KIWW San Antonio, which is said to broadcast exclusively in Spanish to some 300,000 Spanish-speaking persons in Bexar and adjoining counties.

PEOPLE

LOUIS HAUSMAN, administrative vice president of CBS Radio until his transfer to CBS-Columbia Inc. as vice president in May [B•T, May 18], last week elected to board of directors of CBS-Columbia, radio-TV set manufacturing subsidiary of CBS.

LEE WHITE, Procter & Gamble account supervisor for the Biow Co., N. Y., has been named vice president of agency.

JOHN K. CHURCHILL, A. C. Nielsen Co. vice president, appointed assistant to president.

HAZEL MARKEL, MBS women's news commentator, elected president of Women's National Press Club for 1953-54.

Private services were to be held in New York Saturday for **LARRY NIXON,** 57, public relations director of Hewitt, Ogilvy, Benson & Mather, who died Wednesday at his home in New York following heart attack.

DAVID WEAR, production assistant and story editor of *Herb Shriner Show* and previously head of literary department of William Morris Agency on West Coast, to Ely Landau Inc., N. Y., TV film producers, as director story department.

Ike Simulcast Brings Praise and Criticism

SIMULCAST of President Eisenhower and four Cabinet members Wednesday (see early story) drew widespread newspaper comment on this innovation in government-citizen relations. While most comments considered format effective, some pointed to what they considered obvious flaws. Here are excerpts:

Washington Post—"The innovation may turn out to be as epoch-making in its way as the inauguration of the Roosevelt fireside chats 20 years ago . . . . What the Administration must guard against is any inclination to use TV merely to popularize the superficial."

Harold E. Fellows, NARTB president (in telegram)—"Your expert use of broadcast facilities . . . has ushered in a new era of enlightenment."

New York Times—"Not because of its content but because of its method, this was a historic occasion." . . . The procedure "leads to a new technique of winning consent."

David Lawrence—"As a novelty it was interesting—as a regular technique, it raises doubts. . . . The concept of TV seemed to be that it was a means of creating a visual impression of a favorable nature rather than a medium for disseminating complete information on political issues."

Wall Street Journal—"He and his team told us what they were trying to do."

Marquis Childs—"There are hazards in presenting serious issues wrapped up in professional production. The tendency is always to oversimplify. . . ."

New York Herald-Tribune—"Because it carried vividly the impression which the people already sensed to be true, this unprecedented broadcast was a success. . . . As a way of conveying the atmosphere of government, of bringing the highest officials into closer contact with the people, it has, however, genuine usefulness."

Sen. Wayne Morse (Ind.-Ore.)—"I've seen better vaudeville shows."

Sen. Paul H. Douglas (D-Ill.)—"A very interesting and effective innovation."

Sen. Leverett Saltonstall (R-Mass.)—"Excellently rehearsed and carried out."

Telegrams from public were "virtually unanimous in praise," according to James C. Hagerty, Presidential press-radio secretary.

Greetings

WCSH

PORTLAND, MAINE

Maine's first station

on the

20TH ANNIVERSARY

of our association together

On July 1st 1933, we started as national sales representatives of WCSH, the 5000 watt NBC outlet for Portland, Maine. These have been 20 happy and profitable years selling WCSH, Maine's first and leading station. WCSH, we are proud to serve you.

WCSH
PORTLAND, MAINE

First station in Maine to present a regular broadcast schedule.

Only station in Maine employing a full-time radio farm director.

Maintains most extensive radio news gathering facilities in Maine.

Has largest day-and-night average audience in Maine.

Is a "Charter Member" station of the National Broadcasting Company.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

at deadline

WPTZ (TV) Seeks Power Boost; Other FCC Actions

WPTZ (TV) Philadelphia, whose purchase from Philco Corp. by Westinghouse Radio Stations Inc. for $8.5 million was approved by FCC fortnight ago [B•T, June 1], filed application for increase in ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50 kw aural. New RCA 6-bay antenna would be installed, with present 3-bay antenna being used on emergency basis at mid-point of tower pending completion of modifications.

Recommend Worcester Grant

SECOND initial decision to stem from FCC's new policy to retain survivor TV applicants in hearing status when competitors withdraw, was issued Friday by Examiner William G. Butts, recommending grant of uhf Ch. 14 at Worcester, Mass., to Salisbury Broadcasting Corp., headed by comb manufacturer William B. Smith. Initial decision made possible by dismissal of WNEB bid. Earlier in week, initial decision was issued to grant uhf Ch. 62 at Evansville, Ind., to Premier TV Inc., also sole survivor there (see early story).

WSAL Seeks Channel 10

WSAL Logansport, Ind., late Friday or today (Monday) was to petition FCC to allocate vhf Ch. 10 thereby removing it from Terre Haute. WSAL would swap Ch. 10 for Ch. 7 at Evansville, putting Ch. 7 at Sullivan, 24 miles from Terre Haute. WSAL also proposes additional uhf channel for Terre Haute.

WHIS Bluefield, W. Va., petitioned FCC to amend TV rules to allocate vhf Ch. 6 to Bluefield, substituting Ch. 4 for Ch. 6 at Beckley (see early story).

WTOC Petitions Waiver

WTOC Savannah, Ga., petitioned for waiver of proposed findings and requested immediate grant of its application for vhf Ch. 11. FCC earlier in week approved dismissal of competitive bid of Martin & Minard and directed that WTOC's application be retained in hearing status.

Cascade TV Co. Denied

Commission affirmed ruling of Examiner Elizabeth C. Smith to deny petition of Cascade TV Co. for amendment of its vhf Ch. 8 application at Portland, Ore., after hearing commenced. Lack of good cause for amendment was cited. Ch. 8 contest also includes bids of KEX, Portland TV Inc. and North Pacific TV Inc.

Record closed Friday in vhf Ch. 10 hearing for Sacramento, Calif. Proposed findings due July 20. Contestants: KFBK and Sacramento Telecasters Inc.

Two Channels in Conflict

Two TV channels went into conflict last week with late filings of new applications, vhf Ch. 12 at Winston-Salem, N. C., and uhf Ch. 34 at Goldsboro, N. C.

WAAA Winston-Salem filed for Ch. 12, going into competition with bid of Triangle Broadcasting Corp., owned by WSJS. Triangle was freed of conflict few days earlier with dismissal of Ch. 12 application by Mary Pickford Rogers, latter gaining option for one-third interest in Triangle [B•T, June 1].

WGBR Goldsboro entered into competition for Ch. 34, application for which has been pending by Goldsboro TV Corp., headed by New York investment executive Albin May.

Other new TV applications included:

Buffalo, N. Y.—Victory TV Corp., vhf Ch. 2, headed by retail furniture merchant Arthur Victor Jr. and five other Buffalo businessmen. Other Ch. 2 bids pending include WGR Buffalo and WHDL Niagara Falls.

Chicago, Ill.—Chicago Educational Television Assn., reserved vhf Ch. 11. Million dollar fund drive is underway. Directors of applicant include Lenox R. Lohr, president of NBC from 1936-1940, now head of Chicago Museum of Science & Industry.

Detroit, Mich.—Detroit Educational Television Foundation, reserved uhf Ch. 56.

In moves to strengthen competitive positions, two Seattle TV applicants amended their bids to request other facilities. KJR gave up Ch. 7 contest to enter competition with KMO for Ch. 4. KIRO amended from Ch. 4 to enter Ch. 7 contest with KVI and KXA.

Record Closed on Lancaster Contest

Record was closed late Thursday in contest for vhf Ch. 8 at Lancaster, Pa., as Examiner J. D. Bond, upon motion of FCC and WGAL-TV counsel, declared competitive application of WLAN to be in default for failure to have complete case prepared and not sufficient good cause for further continuance. WLAN has battled WGAL-TV for Ch. 8 since last year. WGAL-TV has been on Ch. 8 conditionally pending outcome of comparative hearings. WLAN presented engineering evidence, including alleged overlap of Steinman AM, FM and TV stations, but failed to present lay testimony.

Austin Loses Two Uhf

Deletion of two uhf stations at Austin, Tex., reported by FCC Friday. They are Charles Henry Coffield's KCTV (TV) on Ch. 18 and Tom Potter's KTVA (TV) on Ch. 24 [B•T, May 25]. Post-thaw deletions now total five, others being KGKL-TV San Angelo, Tex., vhf Ch. 3; Jacob A. Newborn Jr.'s WTVS (TV) Gadsden, Ala., on uhf Ch. 21, and Permian Basin TV Co.'s KMID-TV Midland, Tex., on vhf Ch. 2.

Scope of Protest Enlarged

Scope of protest hearing on Versluis Radio & TV Inc.'s uhf Ch. 35 grant at Muskegon, Mich., was enlarged by FCC Friday in order granting appeal of WGRD Grand Rapids, protestant, from examiner's interpretation of issues. FCC amended hearing order to include following issues: To determine if use of Ch. 35 as proposed by Versluis meets needs and interests of communities "which might be served by a fair and efficient use of Ch. 35 as contemplated by the Commission's TV assignment table;" whether proposed TV station is to be located "in fact at Muskegon," and whether program service proposed is primarily for Muskegon or Grand Rapids. Burden of proof rests with WGRD, FCC said.

In another protest case, that of KICU (TV) (uhf Ch. 28) Salinas, Calif., against vhf Ch. 8 share-time grants to KMBY Monterey and KSBW Salinas, FCC ordered oral argument "hearing" June 22 at Washington. Burden of proof rests with KICU (TV), FCC ruled.

Petition for conditional grant pending outcome of comparative hearing was denied by FCC to WEOL Elyria-Lorain, Ohio, competitor for uhf Ch. 31 there with Lorain Journal Co. Hearing issues include inquiry into *Journal's* qualifications in light of past activities in violation of federal antitrust laws. FCC also dismissed request of Tri-State Telecasting Corp. for conditional grant on vhf Ch. 12 at Chattanooga pending outcome of comparative hearing with Southern TV Inc. and WDEF.

U. S.-Mexico Allocation Agreement

TV allocation agreement between U. S. and Mexico, as revised June 1952 and covering vhf channels, issued by FCC Friday. ERP on Chs. 2-6 100 kw; Chs. 7-13, 325 kw. Affects assignments 250 miles either side of border.

San Diego Without Applicant

San Diego, Calif., uhf Ch. 21 now without pending applicant as FCC Friday dismissed bid of Vista Broadcasting Co., owned by Robert and June Raisbeck, co-partners in Television Productions, Hollywood.

RESIST CHANGES

HELP in resisting requests to change educational reserved TV channels to commercial status voted last Wednesday by board of Joint Committee on Educational Television, in Washington. Board will lend assistance to any educational institution where channel reservation may be in question. Action taken since FCC will now entertain petitions asking changes in TV table of allocations.

JCET board also wrote letter thanking NARTB President Harold E. Fellows for broadcasters' aid in getting educational TV stations on air, referring to gift of Storer Broadcasting Co. [B•T, May 18] and others.

Educational TV grants have been made to 17 applicants; there are 30 still pending. Only educational station on air is KUHT (TV) Houston.

TV Target Dates Of New Grantees

TWO of week's eight new TV grantees hope for Labor Day commencement while nearly all others plan starting dates later in fall.

Working for Sept. 1 starts are WEAR-TV Pensacola, Fla., vhf Ch. 3 grantee, and WOKY-TV Milwaukee, assigned uhf Ch. 19.

WTOK-TV Meridian, Miss., vhf Ch. 11, sets Sept. 27 target date. WACA-TV Camden, S. C., uhf Ch. 14, picks Nov. 1. Planning commencement sometime in fall are KCMO-TV Kansas City, vhf Ch. 5; WIBW-TV Topeka, Kan., vhf Ch. 13; WJHP-TV Jacksonville, Fla., uhf Ch. 36. WTRC-TV Elkhart, Ind., uhf Ch. 52, expects to get on air within year.

WBTV (TV) Increases Power

MAXIMUM power of 100 kw placed in operation Friday evening by WBTV (TV) Charlotte, N. C. Switch at Spencer Mountain transmitter scheduled during *Esso Reporter* program. Charles H. Crutchfield, WBTV general manager, said power increase project, including RCA gear, involves investment of $125,000.

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LUBBOCK
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35,000 WATTS VISUAL
17,500 WATTS AURAL

Avery-Knodel, Inc.
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affiliates: Paramount DuMont

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

KWFT-TV GOES ON THE AIR AS 100th CBS AFFILIATE

Wichita Falls, Texas, Station Opened March 1, 1953

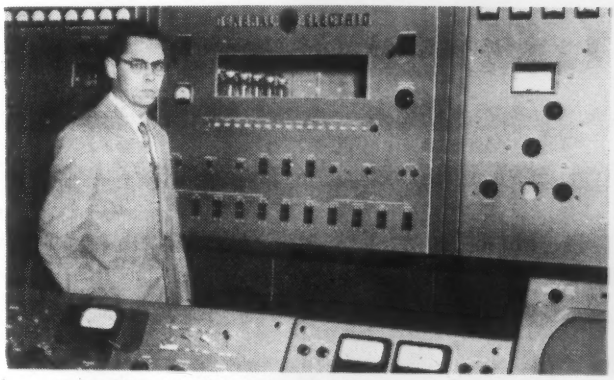
Kenyon Brown, President of KWFT-TV.

Station KWFT-TV in Wichita Falls, Tex., became the 100th television station to join the CBS TV network when it went on the air March 1. Some hectic events were involved in getting this station on the air by its scheduled deadline.

A construction permit was received by Station KWFT-TV on Jan. 22. Eleven days later General Electric had sent 90% of the station's necessary equipment in one shipment. Remaining pieces were expressed or air freighted subsequently. The station's personnel installed the transmitter, control, film gear, and studio camera in a building previously used as an FM transmitter building. In the interest of speed, they had fabricated a 100 ft. oil pipe tower to support a one-bay, Channel 6 antenna.

The equipment was ready to operate within three weeks but at that point it was determined a diplexer was required. Following General Electric's reputation for "extra effort," orders were then issued to hand fabricate one when it was determined such a unit could not be obtained through normal production channels. After a series of hops by truck, plane and car—and after being delayed by bad weather conditions—the diplexer arrived.

One hour after its arrival in Wichita Falls, Station KWFT-TV was on the air with a test pattern. KWFT had set March 1 as their on-the-air date. The station kept to this schedule and the entire inaugural program was carried out. G-E field engineers, Sam Peach and Richard Tullius were largely responsible for making certain the General Electric equipment operated according to specifications.



Herbert Wiley, Chief Engineer, inspects G-E equipment before going on air.

Kenyon Brown, owner of the Wichita Falls TV station, who also has ownership interests in KRTV, Little Rock, KMBY, Monterey, Cal., KGLC, Miami, Oklahoma, and KZTV, Reno, Nev., recently wrote to Jim Douglas, G-E sales rep in charge of the KWFT-TV equipment sale, "Now that KWFT-TV is successfully operating I would like to extend our sincere thanks for the 'extra' that you and General Electric Company put forth in our behalf. We appreciate the fine service received in making it possible for us to meet our on-air schedule. Do you realize that 36 days after receipt of C.P. we were on the air? This beat our own March 1 schedule by two days."

". . . Jim, we are proud of our operation and are looking forward to expanding it as promptly as space is available. In the meantime, please consider us a most satisfied General Electric television equipment user."

WFBG-TV's new General Electric 12-Bay Antenna was erected atop Mt. Wopsy, overlooking the beautiful Pennsylvania terrain.

Mountain-top TV Installation Covers Altoona Market Area

WFBG-TV Installs G-E 12-Bay Antenna 990 Ft. Above Average Terrain

Up to the time when WFBG-TV made its debut, the city of Altoona borrowed fringe signal reception from Johnstown, Pa. Its populace thereby sampled television's wonders and clamored all the more for a local broadcast outlet. WFBG-TV's owners answered that demand on March 1, the new area's station opening date.

G-E Equipment Transmitting Site on Mt. Wopsy

Equipment installation was particularly notable not for having established a construction time record or the solution of difficult engineering problems as much as for the orderly completion of all details without a single hitch in their plans. One of General Electric's giant 12-bay VHF antennas was erected on the top of Mount Wopsy, 990 feet above average terrain, at a tower height of 174 feet. Near the mountain base a G-E 5-kilowatt transmitter powers the WFBG signal throughout Altoona's market area.

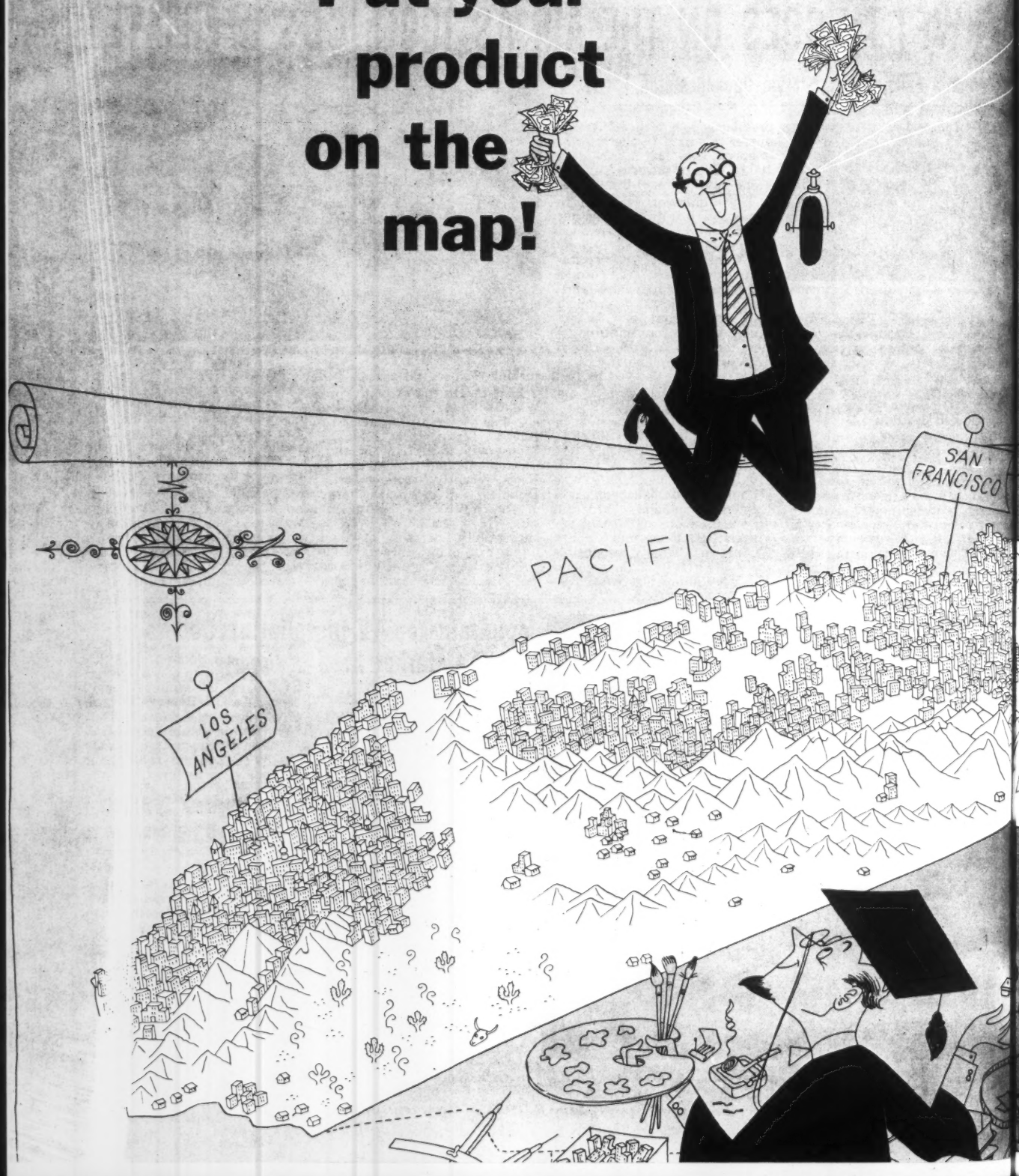
Chief Engineer Spotlights Equipment Performance

George R. Burgoon, Chief Engineer at WFBG, said, after nearly three months of successful broadcasting: "The performance of our station equipment must be recognized as the main reason behind excellent reception reports that constantly come in to us." WFBG-TV operates on Channel 10 and is a basic ABC affiliate.

GENERAL ELECTRIC

This advertisement will appear June 8, 1953 in *Broadcasting-Telecasting*

Put your product on the map!



Trying to get your bearings on the Pacific Coast? The Coast's terrain – mountains, valleys and deserts – has naturally defined the habitable areas. Most of the 15,831,400 population is centered in the metropolitan areas or dispersed throughout the broad valleys and coastal plains.

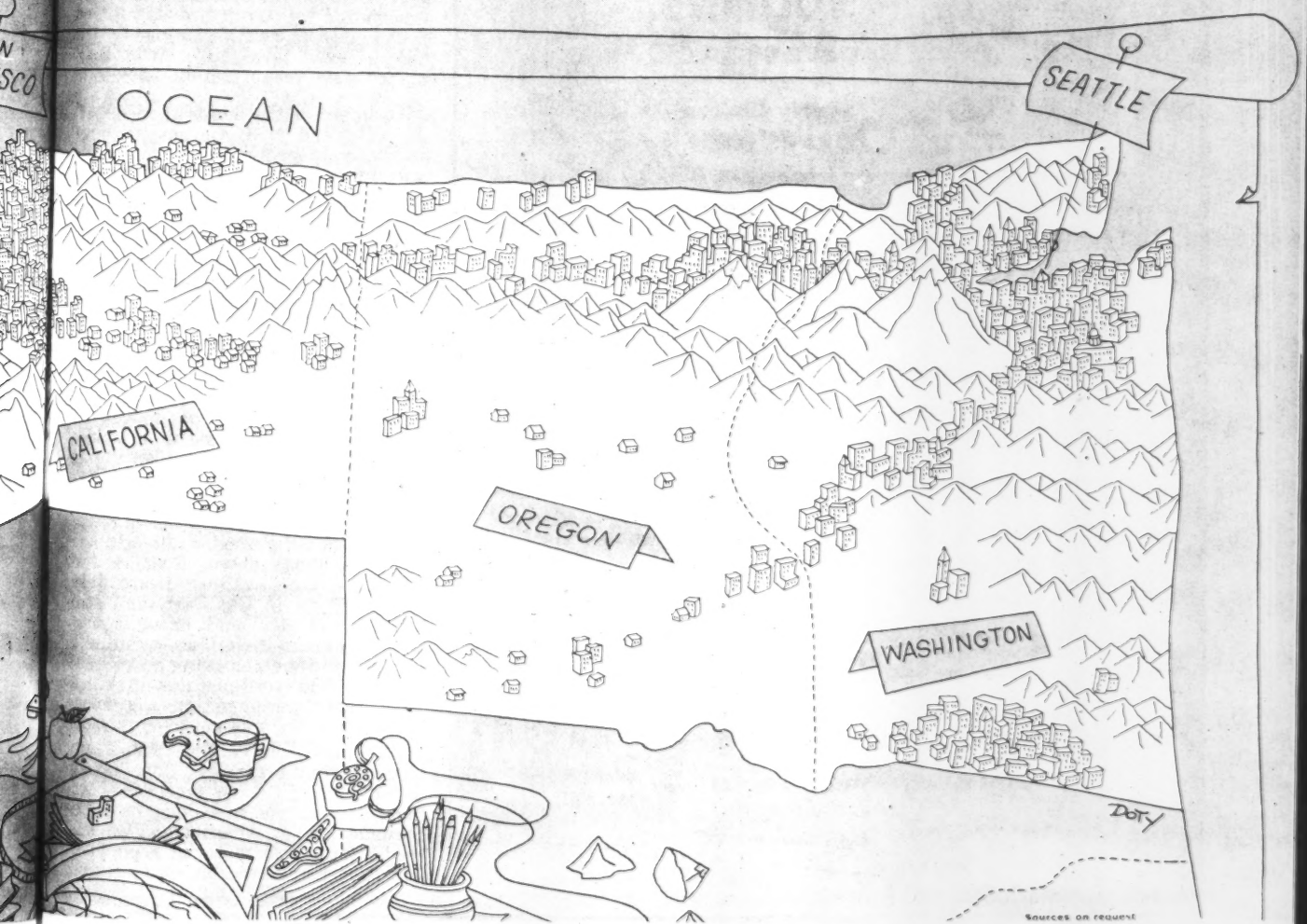
Spread out as the people are, only RADIO can reach all of them at one time. Fact is, only Columbia Pacific – with its combination of strategically-located high-power stations balanced with moderate-power stations in the few compact markets – can blanket the entire populated area . . . city, suburban and rural alike!

And Columbia Pacific delivers more potential West Coast customers per average quarter hour than any other regional network on the Coast!

Let us map out a campaign for you that will sell your product up and down the Coast . . . WHEREVER the people are!

THE COLUMBIA PACIFIC RADIO NETWORK

Represented by CBS Radio Spot Sales



THANKS to television, the average American today knows more about the Coronation of a British monarch and the ceremony's historical and religious significance than he does about the Presidency of his own nation.

Everyone who saw the Coronation films—and who didn't?—must have been impressed by the solemnity of the occasion. This reviewer, previously uninformed as to the procedure of crowning a queen, was surprised to find it so much a matter of church and so little of state, the bishops continually reminding the new monarch that her power stems from God and pledging her to use it as He would have her do, pledges which had more direct purport in the days when a ruler literally held life and death power over his subjects.

The BBC films of the occasion could have been improved by better lighting and more closeups, but considering the circumstances of their making they merit high praise for their success in capturing the events in the Abbey so successfully that they told the story with the aid of only a minimum of explanatory commentary from the BBC reporter.

Since BBC was the only broadcasting company allowed to place its cameras and microphones inside the Abbey, its coverage provided the heart of the presentations of the American networks.

ABC played it straight, taking the two-hour-and-ten-minute film in full from CBC in Montreal and sending it to U. S. viewers simultaneously with CBC's transmission in Canada. NBC and CBS edited their prints of the BBC films to shorter running times and added their own camera coverage of Coronation Day events outside the Abbey, the progress of the royal coach carrying Elizabeth and Philip past rain-soaked but cheering crowds from Buckingham Palace to the ceremony, etc.

NBC added footage taken after the Coronation of the royal family on the palace balcony, waving to the people below as a squadron of RAF planes flew in formation above.

Attempts of the motor sponsors of the CBS and NBC Coronation programs to integrate their commercials were more annoying than adroit. On CBS-TV Willys overdid shots of its cars in the London streets to prove how popular the Aero Willys is in England; General Motors, on NBC-TV, followed the Coronation scenes with the declaration that its products are the crowning glories of American industry.

NBC itself was guilty of bad showmanship in devoting too much footage to depicting the elaborate preparations it had made to get the Coronation pictures to the American public as soon as possible, continuing its self back-patting long after the viewer at home had lost interest.

When speed is important and an ocean must be crossed, radio still has TV beat hands down. Bedside and breakfast table radios from 5:15 a.m. EDT on in the East, and still earlier across the land, brought American listeners the minute-by-minute account of what was going on in London, the vivid word-pictures of skilled radio reporters depicting the scene so well that TV was not even missed.

To American radio, then, our hearty tribute for the fine job of on-the-scene, at-the-moment reporting to which we have long been accustomed. To American TV, full credit for a full pictorial report delivered with incredible promptness.

THE CORONATION

ABC Radio: Pepperell Mfg. Co.
CBS-Radio-TV: Willys-Overland Motors Inc.
NBC-Radio-TV: General Motors Corp.
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"Great buy"

"A most useful reference"

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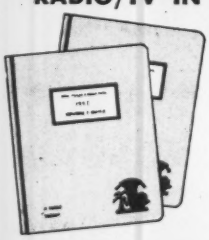

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. . . in Truck Registration

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*Source: *Research Department, Valley National Bank*

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has tied up 63.2% coverage of the most fabulous, flourishing sales potential in the entire country . . . the thickly-populated Central Arizona belt that includes Metropolitan Phoenix and more than 568,000 free-spending, prosperous consumers!

Right on the hoof, here's what KTYL-TV can deliver to media buyers: Primary NBC programming for this booming market . . . an antenna perched high on South Mountains *(1150 feet higher, in fact, than any other Arizona station)* only eight miles from downtown Phoenix . . . top-flight production and engineering personnel . . . and a complete, hard-hitting merchandising department.

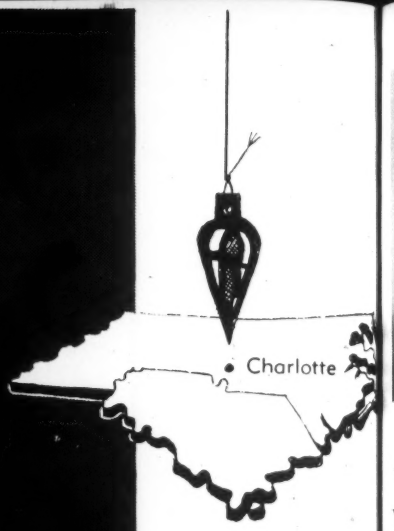
Yes, the audience is here! The income is here! The availabilities are here! Call your Avery-Knodel man today . . . while you have the best selection!

FIRST IN EVERYTHING THAT SPELLS MORE SALES!

KTYL-TV
CHANNEL 12

ARIZONA'S *Showmanship* STATION

Cannon Mills, Inc., Kannapolis, N. C.
Weekly Audience (Cabarrus County)
WBT—90% of radio homes
WBTV—93% of television homes



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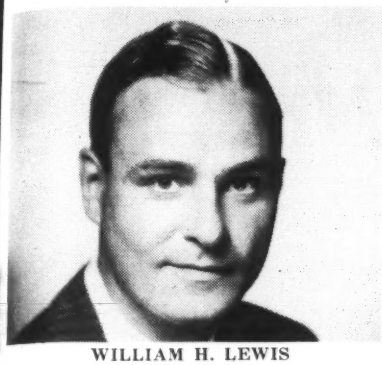
* 22nd in population (Hearst Advertising Research)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally by CBS Radio and Television Spot Sales



WILLIAM H. LEWIS

on all accounts

WILLIAM H. LEWIS JR., vice president, Benton & Bowles, New York, is a Harvard man who made the grade by first making the grades.

While still in college, in 1935, Mr. Lewis, on the basis of aptitude and scholarship, was selected by Lord & Thomas to serve that agency for a year as an apprentice writer. Surprisingly soon he was turning out professional radio and black-and-white copy, and in a short time was named assistant to Sheldon R. Coons, head of the Lord & Thomas New York office.

By the time he left L&T five years later he had advanced to the position of account executive on Cubs cereal for National Biscuit Co. and Roi-Tan cigars for the American Tobacco Co.

Next, Mr. Lewis moved to the Biow Co. as account executive, variously, for Hygrade Sylvania Corp., the Englander Co. and the printed portion of the Bulova watch account. He also was assistant to Milton Biow on Lava soap for Procter & Gamble.

One year later he joined Dancer-Fitzgerald-Sample, New York, where he served as account executive for several Whitehall Pharmacal products, and for various products of American Home.

In 1947 he accepted an offer from Kastor, Farrell, Chesley & Clifford as an account man on Drene shampoo for P&G.

When the account switched to Compton Adv., Mr. Lewis went along as account executive on Drene.

In 1950 he accepted a position with Harry B. Cohen Adv., as account executive for Fitch shampoo and Ennds chlorophyll tablets. And in 1951 he joined Benton & Bowles in his present capacity as account executive on Instant Maxwell House coffee.

Mr. Lewis has been married to the former Victoria Potter 15 years. They have two daughters, Evelyn Forbes, 13, and Victoria Anna, 11. The family lives in Lawrence, L.I., in a house which Mr. Lewis helped design, his hobbies being architectural planning and carpentry as well as swimming and tennis.

In Which Algy writes to . . .

Mr. Kelly Taeger

McCann-Erickson, Inc.

Detroit, Michigan

Dere Kelly:

This here Summertime is sure good down here in th' beautiful hills. Whin folks is out drivin' theyre usin' Chrysler fire power just like they hears about all th' time on WCHS with 5,000 on 580. It sure gits thim up th' hills in a hurry. We got heavy fire power here at WCHS fer all of our advurtisurs 'cause we got more WVa. listenurs then any othur station. Th' othur day I heerd th' boss say thet advertisurs is spendin' more money with WCHS this year then last and I know Fred Weber told you how in 1952 we was up 25.2% ovur 1951. Thet sure must mean our fire power is gettin' results for Chrysler as well as a whole lot of other folks. Fer a cool summer, come on down to WVa on your vacation.

Yrs. fer more fire power, Algy

WCHS

580 KC

5000 WATTS

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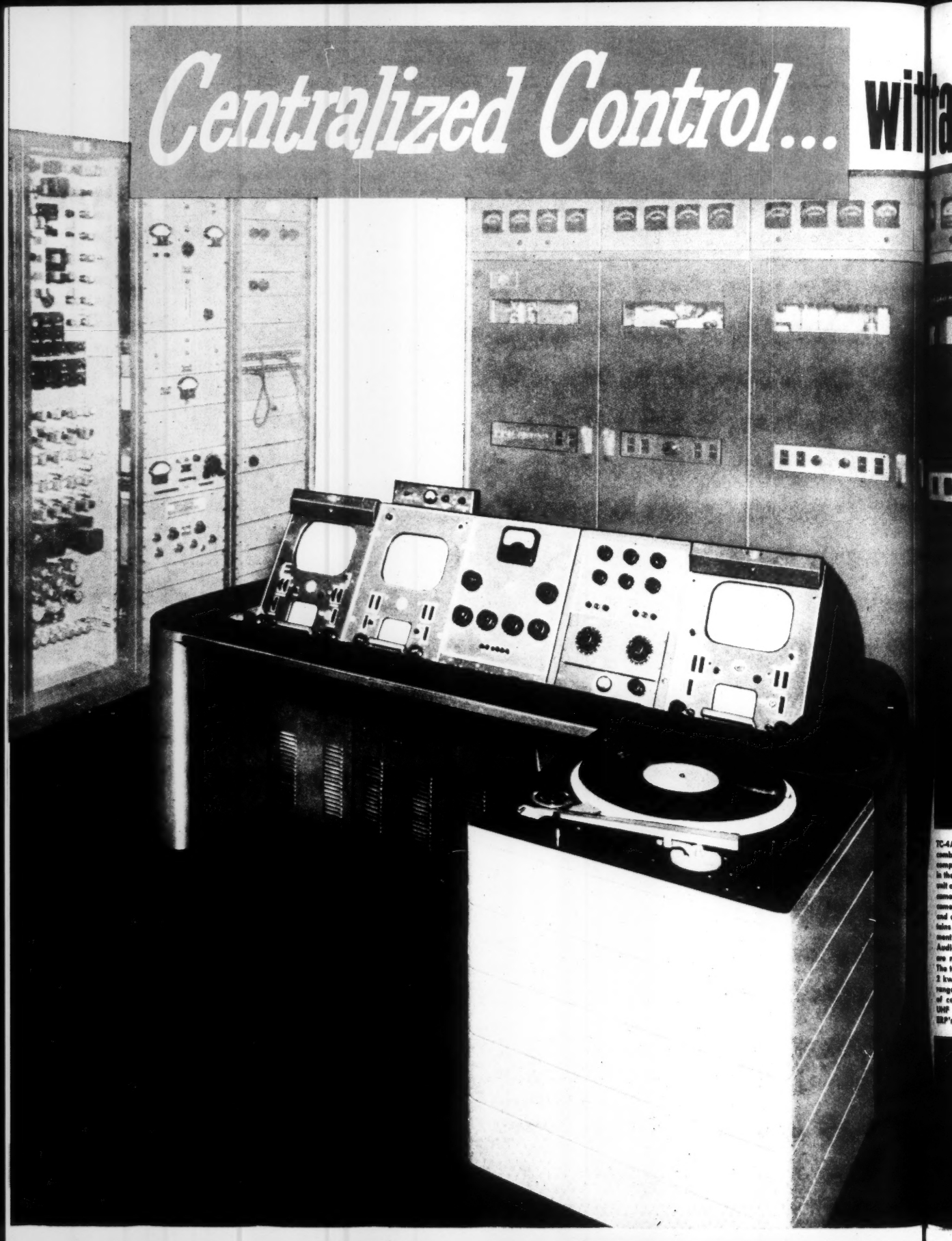
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with

...tailored" switching and monitoring

TC-4A Control Console combines Audio-Video Switching with Transmitter Control—makes it possible to centralize all operations at one position

Now you can do all (or any desired part) of your audio-video switching *right in your transmitter room . . .*

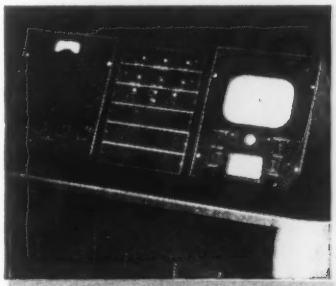
And you do not have to take a fixed group of units to do it. You can have whatever group of audio and video facilities you need to fit your particular requirements. Moreover, you can add further audio and video facilities as needed.

You get this economy and flexibility by building your equipment layout around the new TC-4A Control Console. The TC-4A is a two-section unit containing basic switching facilities for handling up to 8 audio and 8 video signals (remote or local). It can fade to black and "program-switch" network, remote, film, and local studio signals. Up to twelve signals can be monitored including transmitter operation.

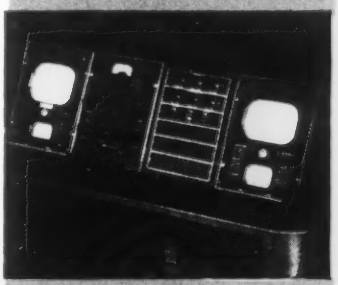
To this two-section unit you can add as many console sections (for "on-air" monitor, preview monitor, individual camera monitors) as you need to take care of your individual requirements. In this way you can build up a "centralized" control position from which one man can (if necessary) perform all operations.

Moreover, you do all of this with standard RCA units exactly like those used by the largest stations and the networks. Thus, if you decide later to expand to a multiple studio layout you can very easily rearrange these same units for that type of setup.

Remember . . . in TV it's good business to buy the best to begin with.

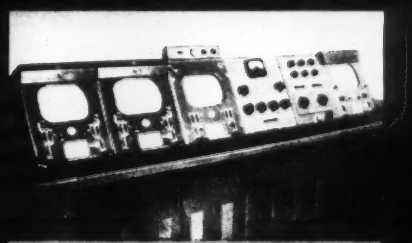


The basic TC-4A (left-hand and center sections) with a master monitor (right-hand section) as normally used at the transmitter (i.e., no video origination at this location).

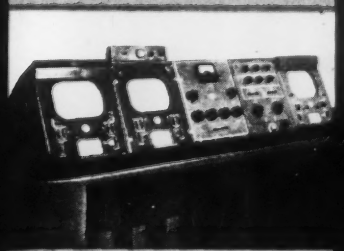


The same setup with a film camera control unit added (at the left) for programming of slides and films from the transmitter—or for small stations without "live" studios.

TC-4A Control Console (3rd and 4th units from left) combined with three monitor sections to provide complete station operating control from a position in the transmitter room. In this arrangement the first unit of the console (starting from the left) is the "live" camera control and monitor, the second is a film camera control, the third unit contains audio faders and audio and video switching, the fourth unit contains monitor switching and remotely located equipment controls, the fifth unit is the line master monitor. Audio and video amplifiers, power supplies, etc., are mounted on the racks at left (shown shaded). The transmitter in the background is the Type TT-2A 2 kw, VHF TV Transmitter. However, the same arrangement of controls and audio-video facilities can, of course, be used with any RCA TV transmitter, UHF or VHF, 500 watts to 50,000 watts (providing ERP's of 1 kw to 1000 kw).



TC-4A with master monitor unit, preview monitor unit, and two camera control units (one live and one film or two film). If desired, sections can be arranged U-shape or L-shape to fit available space.



Similar setup with two camera control units (one live and one film, or two film), such as used in the RCA "Basic Buy" for TV.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

XUM

You catch 'em easier with RADIO, in Kentucky!

Take Louisville and Jefferson County, add about 20 surrounding counties and you've got the real sales heart of Kentucky — the Louisville Trading Area with *55.3% of the State's total retail sales!*

5000-watt WAVE (with 5000-watt rates) covers the important Louisville Trading Area like a blanket, without waste. In addition to the Area's 313,700 radio homes, WAVE delivers tremendous *extra* audience that listens to the Area's 277,200 portable and car radios!

Ask your Free & Peters Colonel!

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

Free & Peters, Inc., *Exclusive National Representatives*

OPEN MIKE

50 TO GO

EDITOR:

I appreciate the difficulties under which you published the June 1st issue, which probably accounted for the typographical error on page 11 where you credited the DuMont Television Network with a total of 166 affiliates.

We may get up to this figure some day—that depends upon the advertiser's willingness to buy the relatively smaller markets—but the present total is only 116.

At least, you can see that I do read your magazine pretty closely.

E. B. Lyford
Director Station Relations
DuMont Television Network
New York

WRONG MAN

EDITOR:

I was very much surprised this winter when I began receiving letters addressed to "Mr. Rosenman." The mystery was cleared when I looked at our listing in the **Broadcasting** Yearbook and found that my name was listed thusly . . .

I am unhappy but naturally nothing can be done until next year . . .

A great many people use the Yearbook for their mailing lists.

Alan H. Rosenson
Chief Owner & Gen. Mgr.
WLRD, Miami Beach, Fla.

Editor's Note: Sorry, Mr. Rosenson, but thanks for the testimonial to the usefulness of the yearbook.

Shared Identification

EDITOR:

We are interested in the item about KRON-TV's effort in putting out artwork and specifications for shared identification commercials. With all due respect to the KRON-TV gang they could have saved themselves a great deal of time and effort, as a number of other stations have, had they merely requested copies of the WCBS-TV art and specifications. These are now in their third printing having been revised for completeness and uniformity with NARTSR specifications. In the interests of uniformity and industry cooperation, WCBS-TV has been happy to furnish copies to other stations as well as to advertising agencies and clients.

Robert G. Patt
Adv. & Sales Prom. Mgr.
WCBS-TV New York

YOU MIGHT CLEAR 15′ 7-¾″* —

BUT . . .

YOU NEED THE FETZER STATIONS TO "GO OVER", IN WESTERN MICHIGAN!

TELEVISION: WKZO-TV, Channel 3, is *the* Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—America's *25th television market!* There are more television homes in the WKZO-TV coverage area than there are in Houston, New Orleans, Seattle or Denver, which rank 14th, 16th, 19th and 25th respectively, in population. And how WKZO-TV dominates this two-billion-dollar market! March 1953 Videodex Report credits WKZO-TV with 140.7% more afternoon viewers than the next station—153.2% more evening viewers!

RADIO: The Fetzer Stations offer wonderful radio values, too — WKZO, Kalamazoo, and WJEF, Grand Rapids. The February 1952 Pulse shows WKZO gets more listeners — morning, noon and night — *than all other stations combined!* For Total Rated Time Periods (Feb.-Mar. 1952 Hoopers) WJEF gets 15.4% more listeners than its nearest competition. Use *both* WKZO and WJEF, and you get 62.6% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — *yet actually pay less money for the bargain!*

Get the whole Fetzer radio and television story. Ask Avery-Knodel, or write direct.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

tic, tac, toe
3 in a row

✕ *Billboard Award 1952*

✕ *Alfred I. du Pont Television Award 1952*

✕ *Sigma Delta Chi Award 1952*

Tic-Tac-Toe-3 in a row but it's not a game with us—it's a serious business, and we're going to keep right on with our 'round the clock, 'round the calendar top notch programming making every year a winning year for our sponsors.

the nation's no. 1 test market station.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Record Labels Wanted

EDITOR:

. . . We need some record labels for a new 5-minute kiddie space show we have produced, but have been unable to find what we want. Will you please give us the name of a manufacturer. If you had rather not submit the name of a manufacturer, please print this in your "Open Mike" column and maybe a label will turn up. . . .

Howard Aldridge
Aldridge Radio Productions
125 Durst Ave.
Greenwood, S. C.

FACULTY LOVES HENNOCK

EDITOR:

In the **Open Mike** section April 27 you carried a letter from a student at Syracuse University without indicating his status . . . It seems to me in all fairness that you should print the enclosed letter which we sent to her [Comr. Hennock].

The faculty of the Radio-Television Center was considerably disturbed a short time ago by a letter to the editor of BROADCASTING · TELECASTING magazine.

We want you to know that the letter was written by a student who in no way spoke for the staff, and who has embarrassed us by his statements about a person for whom we feel nothing but respect and admiration . . .

Eugene S. Foster
Academic Coordinator
Radio & Television Center
Syracuse U., Syracuse N.Y.

Praise Levin Article

EDITOR:

We have reviewed the very excellent article "How Many TV Outlets Can the United States Support" by Peter R. Levin.

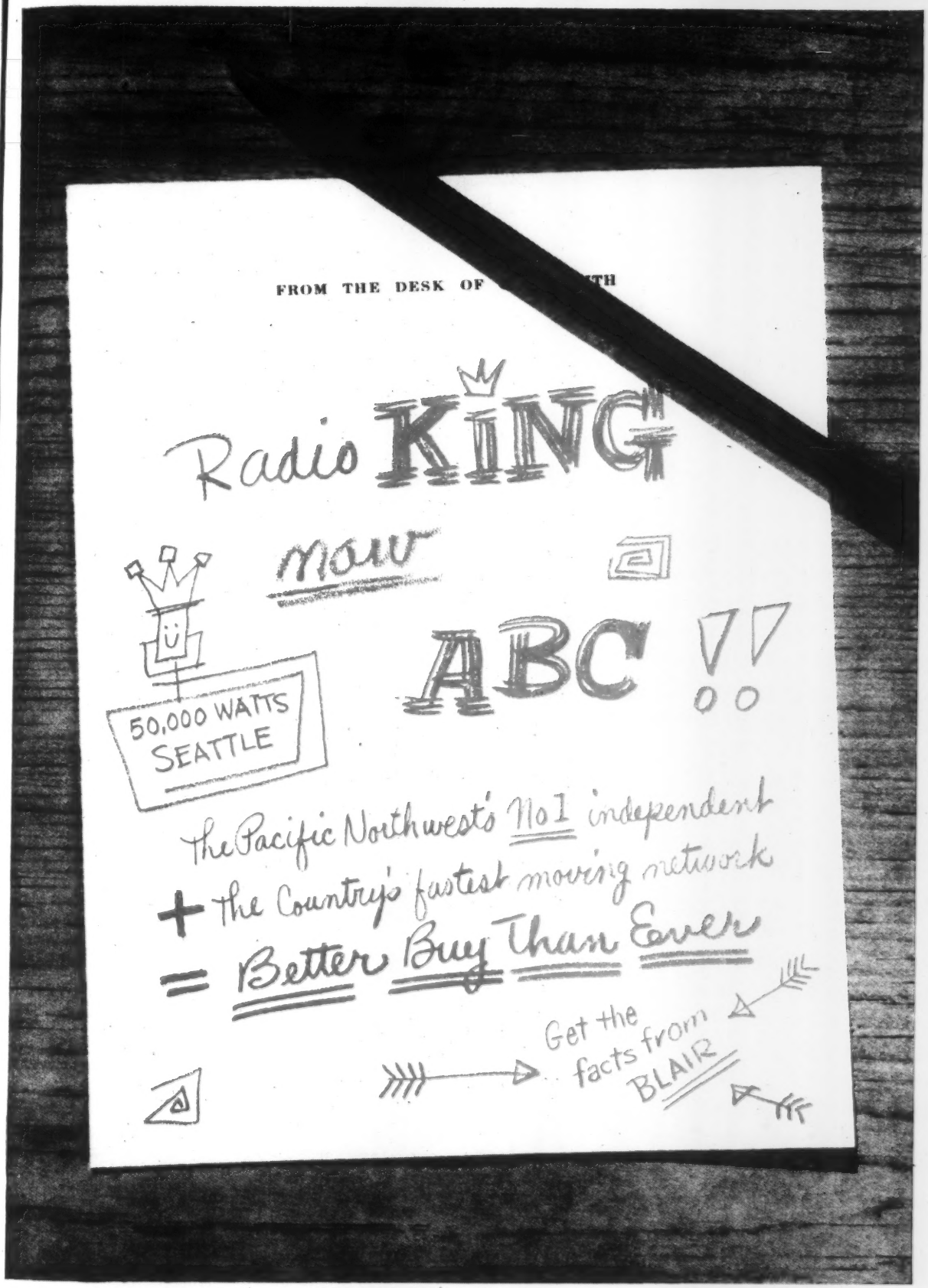
We feel it is a very wonderful summary of TV development and its potentialities in the United States.

Would you be kind enough to send us 25 copies for distribution to stores in our chain who carry TV departments? If this is possible, it will be appreciated if you mark them for my attention.

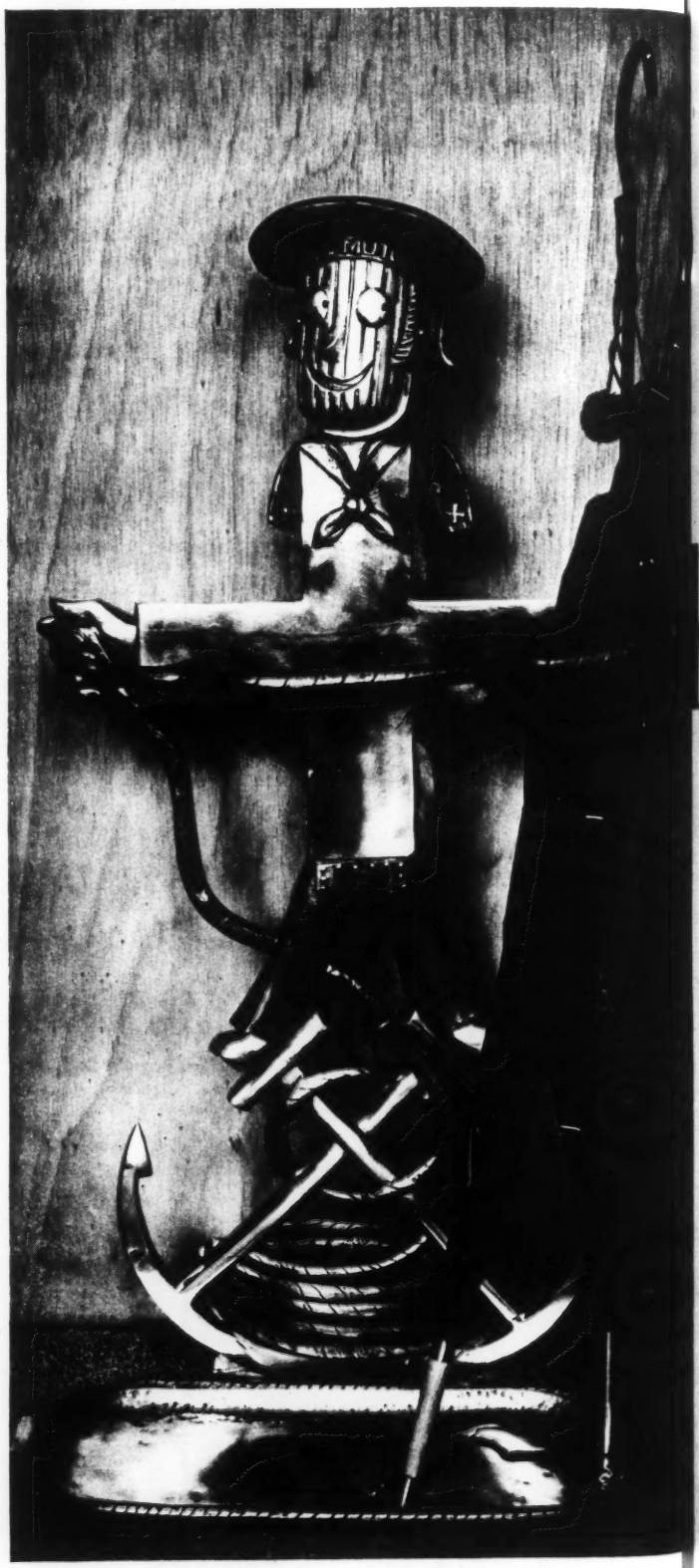
Thanks very much for your cooperation.

William E. Freeman
Assistant Buyer
Butler Bros.
Chicago

(Continued on page 30)


FROM THE DESK OF
Radio KING
now
ABC
50,000 WATTS
SEATTLE
The Pacific Northwest's No 1 independent
+ the Country's fastest moving network
= Better Buy Than Ever
Get the
facts from
BLAIR

whatever



he weather

Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—*especially those using Mutual.* After all, we've got 560 stations...and 413 of them keep our clients basking in the backyard of *Non-TV America.* (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But *whatever* the weather in time to come, our unique radio dominance beyond reach of TV is only *one* umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we've also got a patented, torrent-proof device for use in covering *TV-America* too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual's. So—whatever *your* barometer reading—the one place to keep your sales-powder dry is right here.

MUTUAL
the PLUS network
of 560 affiliates

XUM

TOPS

in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's *mobile millions!* We'll be happy to show you the facts and figures. For regular results PLUS the big out-of-home bonus audience . . . give your product the selling power of Southern California's *"One-station network."* Represented nationally by H-R Representatives Inc.

KMPC

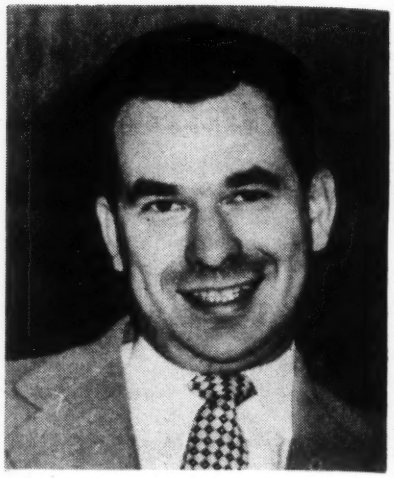
LOS ANGELES

50,000 watts days. 10,000 watts nights.
Gene Autry, *president*
Robert O. Reynolds, *vice pres. & general mgr.*

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

our respects

to David M. Segal,



THE BUSINESS of broadcasting is considered by most of its prime movers to be a job for older men and many present day successes hail from the era of the crystal set. In this field of electronic economics, they will tell you, there is little chance for the "boy wonder."

But such a one, nevertheless, is David M. Segal, who went forth 12 years ago to slay this Goliathic myth. Today, at 29, he owns or controls six stations in Texas, Mississippi, Arkansas and Missouri and expects to have a seventh in operation by September.

Mr. Segal managed to restrain himself from entering his chosen trade until the age of 18, when in the spring of 1941 he joined the now-defunct KCRJ Jerome, Ariz., for $20 per week, as "announcer-program director-librarian-janitor-salesman." He had been born at Winnipeg, Man., July 10, 1923, moved with his family to Los Angeles in 1939 and stayed there through high school and one term in Los Angeles City College.

At KCRJ, Mr. Segal's pronounless sketch relates, "was only man on board from 8 a.m.-6 p.m., six days per week." That fall he went to Albuquerque, N.M., and hired out to KGGM as program director and announcer, while attending the U. of New Mexico.

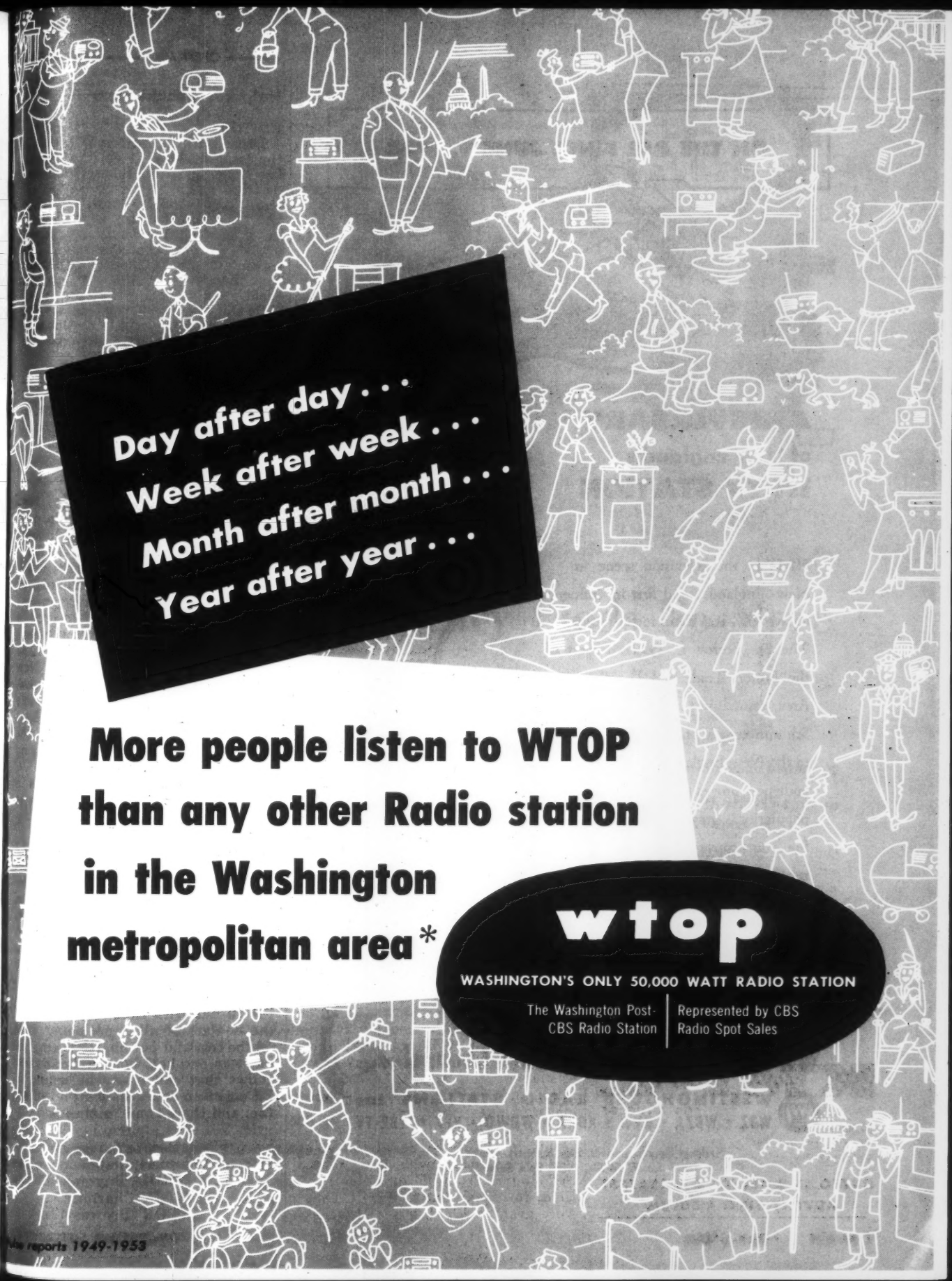
In January 1942 he entered the Army Signal Corps attached to the Air Corps, and remained until February 1944, "mostly in Florida." He forthwith headed for WCBT Roanoke Rapids, N.C., where he was announcer-program director until June 1944, when he became an announcer at KTHS Hot Springs, Ark. In August, freshly 21, he took over as manager of WROX Clarksdale, Miss., and doubled the stations billing in 90 days.

Given $9,000 by his mother in the spring of 1946, Mr. Segal joined a WROX engineer, who had inherited $3,000 from his grandmother, filed for Texarkana, Tex. They were granted KTFS in seven weeks by the FCC. KTFS was on the air in November and a year later Mr. Segal bought out his partner's 30% for about $17,000.

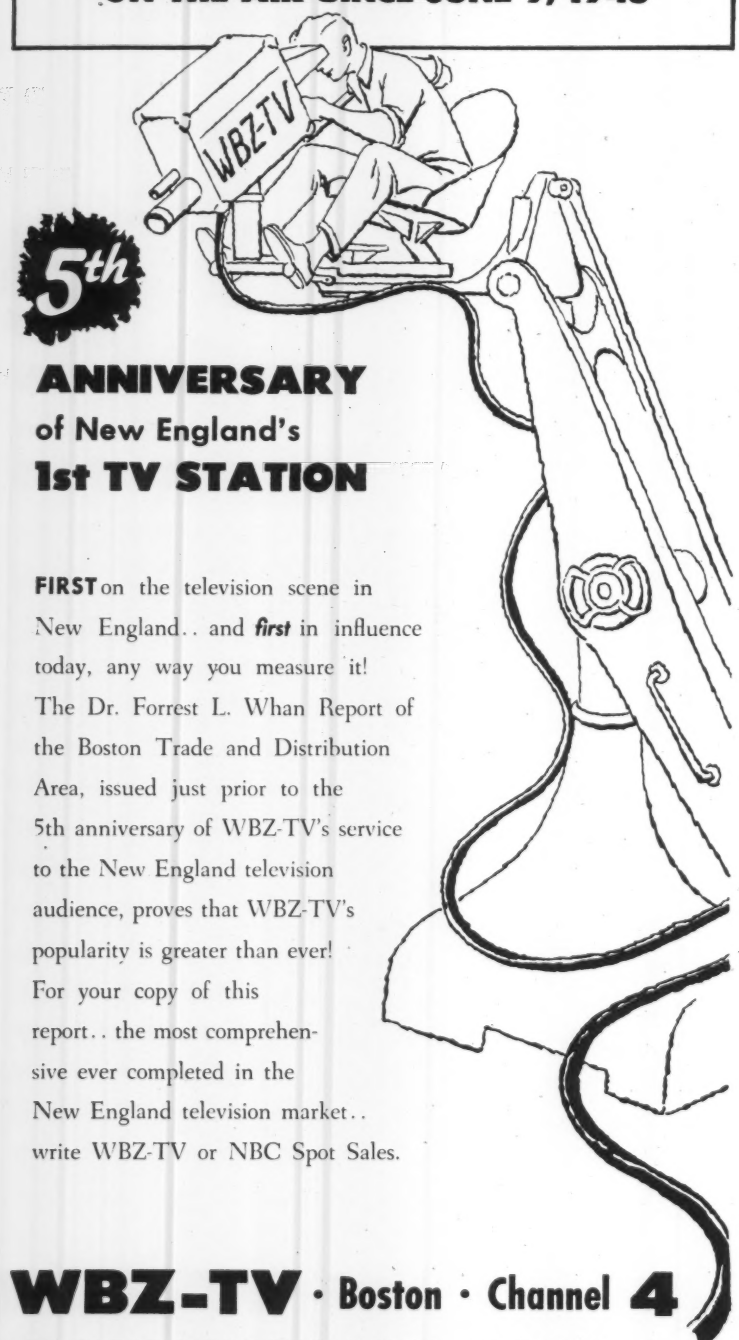
Then Mr. Segal began building as follows: 1948, WGVM Greenville, Miss. (1 kw D 1260 kc); 1940, KDMS El Dorado, Ark. (1 kw D 1290 kc); May 1951, KDKD Clinton, Mo. (1 kw D 1280 kc); August 1951, KDAS Malvern, Ark. (1 kw D 1420 kc); May 1953, KUDL Kansas City, Mo. (1 kw D 1380 kw) [B.T, May 11]. In September he expects to go on the air with KOKO Warrensburg, Mo. (250 w 1450 kc).

Mr. Segal's stations, called the Cotton Belt group, are operated as independents and as separate corporations, with stress on news and on music, depending on locality. A bachelor, Mr. Segal oversees operations of his stations' local managers from headquarters at 1013 Baltimore Bldg, Kansas City.

Some Segal recipes for success: (1) Get good men and pay them well, working salesmen on percentage of gross volume, not individual sales (Mr. Segal gave key employes of KDAS 49% interest and they got back 100% of their investments in 12 months); (2) program for needs and wants of the community—not for prestige of owner or management ("no heavy classical music—the music-lover potential is too small—cater to the masses"); (3) do some promoting (he recently contracted with his agency to spend 20% of his gross income for exploitation), and (4) be a realist (when business needs "pumping up" at one of his stations he flies his four-place plane to the scene, "grabs a handful of rate cards and gets out on the street").


Day after day . . .
Week after week . . .
Month after month . . .
Year after year . . .
More people listen to WTOP
than any other Radio station
in the Washington
metropolitan area*
wtop
WASHINGTON'S ONLY 50,000 WATT RADIO STATION
The Washington Post-
CBS Radio Station
Represented by CBS
Radio Spot Sales
reports 1949-1953

ON THE AIR SINCE JUNE 9, 1948



5th

ANNIVERSARY
of New England's
1st TV STATION

FIRST on the television scene in New England.. and ***first*** in influence today, any way you measure it! The Dr. Forrest L. Whan Report of the Boston Trade and Distribution Area, issued just prior to the 5th anniversary of WBZ-TV's service to the New England television audience, proves that WBZ-TV's popularity is greater than ever! For your copy of this report.. the most comprehensive ever completed in the New England television market.. write WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for TV;
for WBZ-TV, NBC Spot Sales

OPEN MIKE

Help for Bookkeepers

EDITOR:

I read with interest your article in the issue of May 11 entitled "Bookkeeping—Key to Better Management".

As you probably know, the radio and television industry is sadly lacking in aids, be they books, pamphlets, or articles, for the accountant. . . . As a result, every bookkeeper or accountant has to go into the business "cold." . . .

So this "pencil-pusher" thanks you. If you have any reprints of this article, I would certainly appreciate a couple of copies.

B. M. Files Jr.
Comptroller
WSLI Jackson, Miss.

'GRANDMA' ON TOUR

EDITOR:

. . . I am leaving Brownsville, Tex. . . . on June first to take a trip with "Grandma", a home made houseboat, propelled by 25 h.p. Johnson outboard motors . . . for what is believed to be "the longest cruise ever attempted with outboard power; the longest cruise ever attempted in a houseboat, and the first pleasure cruise from the southmost tip of the continental United States to New York." If completed as planned, the cruise will cover approximately 3500 miles (from New York to England is only 3,080 miles) along the Intercoastal Waterway, touching nine States . . .

. . . I intend to make stopovers in each City along the route and invite the public aboard (no charge) to inspect this unusual craft . . .

. . . I expect some of the boys at the stations along this route may want some news about the trip . . . tell the boys along the coast, in Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, North and South Carolina, Virginia, Maryland, Delaware and New Jersey . . . that I'll be available upon arrival . . . If some of the commercial managers wish, I'll go out with their boys, contact the dealers of all items being used on the trip and put on, for them, one or more one-half hour, cosponsored shows that can easily be sold . . . I'll make no charges, want no talent fee, and there is no "gimmick". . .

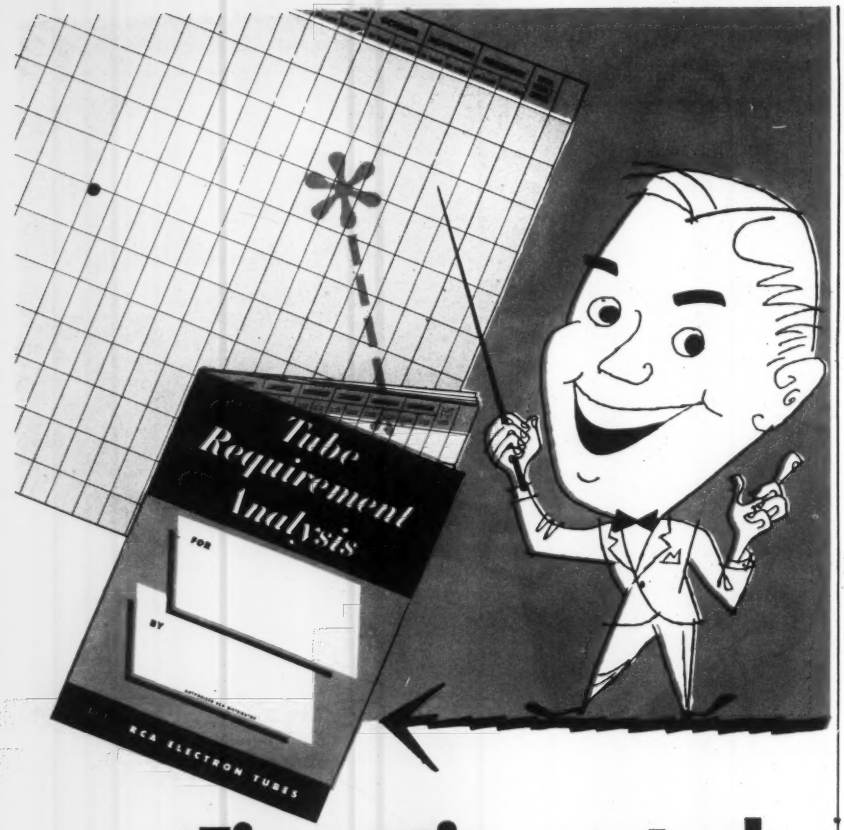
Robert Y. Tabler
Formerly announcer on
WROD Daytona Beach
WGIV Charlotte,
KBOR Brownsville

The Ploughman Weary Plods No More

There was this farm lady, listening to WMT's 5:45 A. M. recorded music program while her husband was out milking. The commercial came on and said that Leo Kelly of Marengo had a tractor, plow and cultivator for sale. She hollered to her husband and they drove 60 miles to the store. The place wasn't open yet — some town folks don't start 'til 8. They waited; looked; jawed; and bought $3,000 worth of equipment without twitching a muscle.

Moral: Some tractors are irresistible

WMT Cedar Rapids
Basic CBS Network
5,000 watts 600 kc
Represented nationally by The Katz Agency



Fingertip control of your broadcast tube inventory

HERE'S A PROGRAM that places vital ordering and inventory information right at your fingertips. With just one glance you can quickly estimate the status of your reserve tube stock.

Here's all you have to do . . .

Get in touch with your RCA Tube Distributor. Tell him you would like to take advantage of the free RCA Tube Requirement Analysis Program.

Your RCA Tube Distributor will survey your station equipment, analyze your tube requirements, and prepare a suggested inventory control system for your spare tube stock . . . tailored specifically to your equipment and your operation. There is no charge or obligation for this service.

RESULT: *No shortages.* No "overstocks." Your spare tube inventory will be in correct balance at all times.

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. No charge or obligation.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

IN PUBLIC SERVICE

Notre Dame Blood Marathon Aired

SO-CALLED Blood Marathon was held by WNDU, radio station on the U. of Notre Dame's campus, to boost the school's campaign to break college records in donating blood. According to the station, several records were broken as the result of the drive. Notre Dame students gave 702 pints a day, 3,119 pints in five days, each count a record breaker, the station said.

KOBK's Assist for Shoppers

OWATONNA, Minn.'s Chamber of Commerce reports that the local KOBK considerably aided a plan to stimulate Friday night retail trade in the town. KOBK organized Friday Night Jamboree, which featured band concerts playing in midtown. The second Friday night, the station added free bus rides to and from downtown. The next week, the station changed the local wrestling matches from Thursday night to Friday night, starting at 9 p.m. The fourth Friday night, May 22, according to the town promoters, showed the promotion really paying off. President of KOBK is Myles Johns.

WLEC Helps Collect Scrap

BELLEVUE, Ohio's Fire Chief A. W. Boehler said that when a rain storm clogged the community's paper, rag and scrap drive, "a thought came to us of that famous Radio Invention of telling the world." That led to a call to Eunice Foster, WLEC's correspondent in Bellevue—and subsequently WLEC Sandusky aired appeals. Result: "WLEC . . . with the finest cooperation broadcast our message to the people."

CBA Queries Stations

CATHOLIC Broadcasters Assn. members are being sent questionnaires with the request they distribute them to local stations on which members present programs. CBA plans to present these comments at its convention June 19-21 at Hollywood's Hollywood-Roosevelt Hotel. They ask the broadcaster what criteria he uses in granting a Catholic group public service time, what he dislikes most about such shows and what he likes best about them.

HIGHEST ANTENNA
in the
PACIFIC NORTHWEST

6018 Feet above sea level and because of no other mountains close by.... the greatest square mile coverage of any TV station in the U. S.

New York 17, N. Y.
347 Madison Avenue
The Walker Company
Murrayhill 3-5830

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters
Hollywood 9-5408

San Francisco 5, Calif.
116 New Montgomery St.
Pacific Northwest Broadcasters
EXbrook 2-8033

Seattle, Washington
Jones Bldg.
Pacific Northwest Broadcasters
MUtual 3377

Chicago 1, Illinois
360 North Michigan
The Walker Company
Andover 3-5771

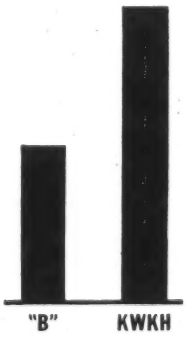
A dollar buys 89.4% more on KWKH than on Shreveport's second station!

Any way you look at it, KWKH is far and away the best radio buy in the important Arkansas-Louisiana-Texas area around Shreveport.

On a "cost-per-thousand" basis, for example, KWKH delivers *89.4% more Average Daily Listeners* than Shreveport's second station!

These audience figures are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Your Branham man will be glad to give you all the KWKH facts. Or write us direct.



LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

June 8, 1953 Vol. 44, No. 22

FCC SHAPES FIRST BLOWS TO STEM 'STRIKE' BIDS

What approach the Commission takes on Arkansas Television Co.'s request for Ch. 7 in Pine Bluff, Ark., might well indicate FCC's future course on alleged "strike" applications.

MOVING cautiously but firmly, FCC last week took the first direct action against an alleged TV "strike" application. It questioned the application of Arkansas Television Co. for vhf Ch. 7 in Pine Bluff, Ark.

The Commission's action came after extensive investigation of allegations that the Arkansas Television Co. application was filed in order to delay the coming of television to the 40,000 people in the Arkansas city.

It asked the applicant to justify his application.

Simultaneously, the Commission continued a second investigation into the application of Piedmont Radio Co. for uhf Ch. 17 in Spartanburg, S. C.

Unless the Commission receives a satisfactory answer from Arkansas Television, it is believed it may take one of these three steps:

1. Grant competing Central-South Sales Co. application and dismiss the Arkansas Television application.

2. Set the Arkansas Television application for immediate hearing before the Commission *en banc*.

3. Issue a show cause order requiring Arkansas Television to tell the Commission why the application should not be dismissed.

The Commission considers these moves as the first thrusts against hinder and delay applications, or worse.

These are the allegations against Arkansas Television:

Central-South Sales filed for the Pine Bluff vhf wavelength in mid-December last year. Central-South Sales comprises John Esau and associates (KFPW - AM - FM Fort Smith, Ark.; KTUL-AM-FM Tulsa, and KOMA Oklahoma City).

First competing application to Central-South Sales came early in January from Pine Bluff Television Co., owned by Burnett Estes. This was withdrawn in February.

Second competing Pine Bluff application came from Arkansas Television Co., headed by Gaylord Shaw. This was filed early in February.

Messrs. Shaw and Estes are partners in the contracting business.

In the Spartanburg case, Piedmont is opposed by Sterling Television Co., whose principals include Sterling W. Wright, Robert M. Carlisle and Fred W. Symmes. The latter has interests in WBCU Union City and WMRC Greenville, S. C. Piedmont principals are T. Julian Skinner, W. E. Benns Sr. (20% owner of WVOK Birmingham, Ala.), Virginia Mason and Rowland Sheppard Oliver.

The Commission avowedly is seeking to discourage strike applications in every possible manner. There are about two dozen complaints before the FCC which allege such improper tactics. Moreover, there has been criticism of some attorneys, who purportedly have in readiness applications to be filed on short notice in desirable locations where a serious applicant might find his position clear and ready for grant.

In practice, this is the way the "strike" application method works:

An applicant files at the FCC for a TV frequency. After a routine period of time, with the application unopposed, the application approaches the final stages leading to a grant. Just before final action the "strike" application is filed.

This throws the case into a hearing. It can be many months, or even years, before a hearing is held and one of the two applicants chosen.

Purpose of the "strike" application may be twofold: Either to shake down the original applicant for pay-off in cash or in stock, or to delay a grant for competitive reasons.

Of course, late-filed applications in most cases are purely legitimate.

The FCC faces a difficult job of proving blackmail or illegitimate delaying action.

Should the Commission decide it has a good case, it must figure out which was to proceed.

One of the FCC's regulations (Sec. 1.385e) permits it to issue a conditional grant to one applicant pending a hearing on the good faith of the competitor. This has seldom been used.

Outright dismissal of a "suspect" application is considered legally dangerous in view of the long-established principle that no application may be dismissed or denied without a hearing.

Setting the presumed offending application for hearing also is not considered the ideal way to deal with the situation, in the light of the McFarland Amendments' provision requiring a letter of notification to be sent when an application must be set for hearing.

One suggestion, made by Sen. Edwin C. Johnson (D-Colo.) early this year when his attention was called to the "strike" situation, was that all applicants be required to post a bond in a substantial amount. This would prove good faith and weed out racketeers, it was said.

Charges of nuisance and delay applications are not new. In the early days of AM the allegations were freely, but unofficially, aired by many in the industry. Following the close of World War II, the log-jam on AM applications gave rise to similar charges. Since the TV freeze end last year, the same cries have arisen.

MORE ADVERTISERS TURN TO REGIONAL, SPOT FILM

Confronted with the mounting problem of getting network TV station clearances, advertisers are turning increasingly to filmed shows on a regional or spot basis. Six more major advertisers set regional film TV plans.

IN a flanking movement to elude the growing problem of network station clearance in television, major advertisers are turning more and more to filmed properties placed on a regional or spot basis.

In some cases, sponsors are supplementing their network shows with additional purchases of spot markets for the same program.

Among the national advertisers currently planning to use the regional film technique are E. I. du Pont de Nemours & Co., Chesebrough Mfg. Co., Hawley & Hoops, Hamilton Watch Co., Pacific Coast Borax, and Ethyl Corp.

"Clearance of network TV stations in selected markets is an increasing problem," one executive told B • T, "and the only way to solve it intelligently at present is to buy on a spot or regional basis, assuring yourself at the same time of a tailor-made network in the markets you need.

"However," he added, "as soon as more network TV markets open up, giving us greater access to more outlets, the need for this kind of programming will decrease."

The latest national advertiser to enlist for a filmed series on a spot basis is Hawley & Hoops, Newark, manufacturers of M & M candies. Early last week the firm named Roy S. Durstine, New York, as its advertising agency and on Thursday signed to sponsor a program titled **Johnny Jupiter.** The half-hour filmed series will be placed in 50 to 75 markets starting early in September.

The **Johnny Jupiter** series will be produced by its originator, Martin Stone, president of Kagran Corp., which also owns **Author Meets the Critics,** the Gabby Hayes series, and **Howdy Doody,** among others.

Johnny Jupiter started as a live series on Du Mont TV Network 10 weeks ago and will continue to run there for the completion of a 13-week contract.

Joining in the growing trend to filmed supplementation, E. I. du Pont will place its half-hour network television show, **Cavalcade of America,** in 25 markets in addition to its ABC-TV weekly half-hour time (Tues., 7:30-8 p.m. EDT). BBDO, New York, is the agency.

Chesebrough Mfg. Co. (Vaseline), which sponsors the filmed **Fights of the Century** on NBC-TV on Friday nights after the Madison Square Garden bouts, also will increase its list of 22 network stations with a 37-market lineup placed on a spot basis. Cayton Inc., New York, is the agency.

Hamilton Watch Co., which has been sponsoring the half-hour filmed series, **Jewelers Showcase,** on alternate weeks in 24 markets, goes off the air for a summer hiatus but will return in the fall with an increased station list. BBDO, New York, is the agency.

Pacific Coast Borax, sponsors of **Death Valley Days,** also will take a hiatus on some of its stations during the summer but will return to its alternate-week half-hour schedule in 60 markets on a spot basis, effective early in the fall. The agency is McCann-Erickson, New York.

Ethyl Corp. of America has launched a weekly TV sports program, **The Big Playback,** on 44 television stations throughout the country. The show is being produced by Screen Gems Inc. in association with Telenews Inc. Bill Stern is the sportscaster on the show. BBDO, New York, is the agency.

Meanwhile, two other advertisers are planning TV spot announcement campaigns. They are Artra Cosmetics and General Electric Tube Div.

Artra Cosmetics (Imra Dipilatory) this week launches a four-month campaign using six one-minute commercials a week, on both the NBC and CBS owned and operated stations in New York, Chicago and Los Angeles. Grey Adv., New York, is the agency.

General Electric Tube Div., through Maxon Inc., New York, currently is contemplating a fall spot TV campaign. One station probably will be used during the summer as a guide in determining the extent and nature of the fall plans.

SEEING the sights at KBIG Avalon on Catalina Island are (l to r) Rod MacDonald, media director, Guild, Bascom & Bonfigli, San Francisco; Kay Kennelly, media director, Olian & Bronner, Inc., Chicago; Muriel Wageman, timebuyer, Hugo Wagenseil & Assoc., Chicago, with guide, John Poole, station owner-general manager.

K&E Merchandising Study

MORE than 800 stations returned completed questionaries to Kenyon & Eckhardt concerning their merchandising practices by the first of last week, Hal Davis, K&E, has reported.

With the deadline date June 15, K&E promotion department executives are confident that most stations will be heard from at that time, Mr. Davis said. He reported that an "amazing proportion of stations are carrying varied and extensive merchandising procedures for local and network advertisers. However," he added, "many of the stations are anxious for some simple and inexpensive solution to the problems now being posed by advertisers."

Hunt Agency Moves

W. H. HUNT & Assoc., Los Angeles advertising agency, has moved to its own building at 1044 S. Robertson Blvd. Telephone number is Bradshaw 2-8293.

WITH-FM, MAY CO. IN RADIO DRIVE

MAY Co., large Baltimore department store, has started one of radio's largest campaigns—an all-day Sunday musical program on WITH-FM Baltimore. The program is designed to bring "a still larger share of the higher-income family purchasing dollar," according to Sam Kravetz, WITH-FM manager. The 52-week contract involves an estimated $20,000 in time costs and carries a renewal option.

After the opening program May 24, May Co. found wide interest in the program and its Monday sales in the record department were described as setting a new high mark. The store held a sales meeting for all employes prior to the debut. Copies of a full page newspaper ad promoting the series were sent to every large agency in the nation.

According to Robert Welsh, May Co. advertising director, the program features good music, live and recorded, along with a complete opera each week. A full page newspaper ad on the campaign will be used every month. Commercial announcements are institutional, featuring merchandise appealing to the discriminating buyer and emphasizing the "everything-for-the-home" angle.

WITH-FM and May Co. are cooperating in providing public service facilities for Baltimore organizations. The Sunday series is described as having a potential audience of 125,000 FM sets in Baltimore alone. A series of luncheons will be held, starting this month, with Baltimore Symphony, Assn. of Music Clubs, Peabody Institute, Chamber Music Society and other organizations. WITH-FM has been programmed separately since Oct. 29, 1952. It picks up music programs of WGMS Washington.

ONE OF RADIO'S largest retail time contracts signed on WITH-FM Baltimore by May Co., department store, which broadcasts music-public service all day Sunday. Signing contract is Leonard Novograd, May president. At left, R. C. Embry, WITH vice president. Standing, Sam Kravetz, WITH-FM manager.

Turner Smith Co. Names Dowd, Redfield & Johnstone

TURNER SMITH Co. (Poundex pharmaceuticals) has named Dowd, Redfield & Johnstone Inc., New York, and John C. Dowd Inc., Boston, effective June 1 to handle its advertising, which includes about $200,000 monthly in radio.

The firm plans to continue its 300-station radio campaign plus a limited—about five stations—television schedule, and a comparable newspaper list.

Ruthrauff & Ryan, New York, had serviced the account for the past 30 days. Prior to that, St. Georges & Keyes, New York, was its agency.

Radio-TV Would Get 26% Of Proposed Citrus Fund

TELEVISION and radio would receive $485,435 (17%) and $240,851 (9%), respectively, of the Florida Citrus Commission's proposed $2,800,000 budget for advertising during the 1953-54 season, according to J. Walter Thompson Co., agency for the commission. Uncommitted reserves total $300,000 (11%) and $165,564 (6%) has been set aside for "advertisement preparation and possible rate increases."

This was revealed as Thompson Co. representatives met with the Citrus Commission Wednesday at Lakeland. Adoption of the budget probably will not come until the commission's Budget and Advertising committees meet Wednesday and make recommendations to a commission meeting June 17.

Grant Names Vogel N.Y. Head

IN LINE with a planned expansion of the New York office of Grant Adv. Inc., Chicago, Hugo C. R. Vogel, vice president in charge of the agency's international division, has been named vice president in charge of the New York office, firm announced last week. He is succeeded in the international division post by Sanford S. Clark, who now becomes the division's ranking vice president.

NEW BUSINESS

Spots

Consolidated Cosmetics, Chicago, announces advertising promotion campaign for Lanolin Plus suntan lotion, using national radio spots in 120 cities and local radio shows in nine cities. Agency: BBDO.

Birdseye Frozen Chicken is buying daytime minutes and station breaks in major cities along Eastern Seaboard, starting July 1 for 13 weeks. Agency: Young & Rubican, N. Y.

Gunther Beer is planning radio spot announcement campaign in 20 Eastern markets. Contracts run from June to Dec. 31. Agency: Biow Co.

Corn Products Sales Co. (Mazola Oil Co.), N. Y., is placing half-hour Guy Lombardo transcribed show on eight California stations, once-a-week, starting June 15, for 13 weeks.

Networks

Minute Maid Corp., N. Y. (Fresh Frozen Lemonade and Pure Lemon Juice) is sponsoring Thurs. telecasts of *Gabby Hayes Show* (NBC-TV, Mon.-Fri., 5:15-5:30 p.m. EDT). Agency: Ted Bates & Co., N. Y.

Speidel Watch Bands and **Crosley Div. of Avco** will test program called *Name the Tune* on NBC-TV this summer (Mon., 8-8:30 p.m.) for possible fall retention. Starting July 6, show replaces *What's My Name?* Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., and Benton & Bowles, N. Y., respectively.

Gospel Broadcasting Assn., Pasadena, renews sponsorship of *The Old Fashioned Revival Hour* on ABC Radio, Sun., 4-5 p.m. EDT, for 52 weeks, effective June 21. Agency: R. H. Alber Co., L. A.

Toni Co., Chicago (Prom Home Permanent), signs to sponsor Tues. and Thurs. broadcasts of *Whispering Streets* over full ABC Radio network, 10:25-10:45 a.m. EDT, beginning June 2 for 52 weeks. Toni also sponsors *Breakfast Club* and *Turn To A Friend*, both heard Tues. and Thurs. over ABC Radio. Agency: Leo Burnett Co., Chicago.

Griffin Manufacturing Co., Bendix Home Appliance Div., Avco Mfg. Co., Benrus Watch Co. and **S.O.S. Co.** (kitchenware) will each sponsor 10-minute segment of 9:30-10 p.m. EDT portion of *Hoagy Carmichael Show*, NBC, Sat., all 13 weeks. Agencies: Bermingham, Castleman & Pierce (Griffin), Cecil & Presby (Benrus), McCann-Erickson (S.O.S.) and Earle Ludgin (Bendix).

VITAPIX DIRECTORS-STOCKHOLDERS HOLD CHICAGO EXPLORATORY TALKS

With President Frank Mullen presiding, board also forms executive committee and elects as new directors Kenyon Brown, KWFT-TV Wichita Falls and KRTV (TV) Little Rock; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul, and Payson Hall of Meredith Publishing Co.'s KPHO-TV Phoenix, WHEN (TV) Syracuse and WOW-TV Omaha. Jerome (Tad) Reeves of WBNS-TV Columbus, Ohio, is named a vice president.

DIRECTORS and stockholders of the $1 million Vitapix Corp., film rental and distribution syndicate, met in Chicago last week and wrestled with preliminary problems looking toward the eventual saturation of 40 key U. S. markets with film features for as many TV station owners who are expected to subscribe to the cooperative plan.

The meeting was held at Chicago's Drake Hotel Wednesday and Thursday, with Frank E. Mullen, new Vitapix president, presiding over exploratory discussions.

Officers and directors cut a wide swath through routine matters Wednesday morning at the stockholders meeting, electing three new directors and one officer and setting up an executive committee to administer policy of the corporation.

It was understood that policy and procedure of the Vitapix board had not crystalized sufficiently Wednesday, with afternoon sessions devoted mostly to film product availabilities. But officers and directors alike were obviously gratified with progress thus far on discussions of the plan, calling for stock participation of television stations in some 40 major TV areas.

The board elected new directors, raising the total from nine to 12. Elected were the following broadcast industry executives: Kenyon Brown, president, KWFT-TV Wichita Falls, Texas, and KRTV (TV) Little Rock, Ark.; Stanley Hubbard, president, KSTP-TV Minneapolis-St. Paul, and Payson Hall, radio-TV director, Meredith Publishing Co. which owns KPHO-TV Phoenix, Ariz.; WHEN (TV) Syracuse, N. Y., and WOW-TV Omaha, Neb.

Additionally, Jerome (TAD) Reeves, program director of WBNS-TV Columbus, Ohio, was elected a vice president of Vitapix.

Top alignment of the new executive committee is substantially the same as that of the officer slate of Vitapix. Mr. Mullen will serve as chairman, with other members including John E. Fetzer, owner of WKZO-TV Kalamazoo-Grand Rapids; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton, Ohio, the Cox stations; G. Richard Shafto, WIS-TV Columbia, S. C.; Richard A. Borel, WBNS-TV Columbus, and Joseph A. Baudino, WBZ-TV Boston, Westinghouse Radio Stations Inc.

All committee members also are directors of the cooperative firm. The executive group will be directed to "execute" policy as determined by the corporation's board of directors, which also includes, in addition to three new executives, the following: Horace L. Lohnes, Dow, Lohnes & Albertson, who is Vitapix secretary; O. L. Taylor, station representative, and Howard Lane, KOIN Portland and KJR Seattle. Messrs. Taylor and Lane, who were not present at last Wednesday's meeting, are also TV applicants. Paul A. O'Bryan, of the Washington law firm of Dow, Lohnes & Albertson, also attended the conference.

Other directors are expected to be named in succeeding weeks, representing stations who also will subscribe to the film rental and distribution plan. At least two well-known broadcast executives have been tendered invitations to take part as directors, subject to election by the board.

UTP 'Basic' Station

THE TERM "Basic Station" has long been a familiar one in network circles. Last week Harry L. Nace Jr., president of KTYL-TV Phoenix was quoted as giving it a new application, in the film field. United Television Programs Inc., distributors, reported that KTYL-TV bought the entire block of films handled by UTP and that Mr. Nace then publicly announced that, in its viewing area, the station was a "'UTP basic station," a classification which UTP said "a large number" of other stations subsequently have joined.

It was understood that 26 stations thus far have "committed themselves" to the Vitapix cooperative TV station owner venture, of which 22 have actually accepted terms or signed contracts.

Among the newer stations in this category are: KSTP-TV Minneapolis-St. Paul, WPTZ (TV) Philadelphia, WOW-TV Omaha, WHEN (TV) Syracuse, KPHO-TV Phoenix, WBTV (TV) Charlotte, KING-TV Seattle, KOIN Portland, KWFT-TV Wichita Falls, KGNC-TV Amarillo.

ADOLPHE MENJOU (center) was fall guy at the May 22 Circus Saints & Sinner lunch in New York's Waldorf-Astoria. Theme of the program was Mr. Menjou's Ziv TV series, "Favorite Story". Also highlighted during the luncheon were R. J. Schaefer (l), president of Schaefer's Beer, sponsor of "Favorite Story" in New York, and John L. Sinn, Ziv Television Programs Inc. president.

This partial list supplements others which have indicated they wish to subscribe, namely: WBZ-TV Boston, WSB-TV Atlanta, WHIO-TV Dayton, WIS-TV Columbia, WPIX (TV) New York, and WDSU-TV New Orleans.

It is known that invitations have also been sent to stations in Chicago, Los Angeles, Louisville, Detroit, San Francisco, Denver, Providence, Baltimore, Dallas, Houston, San Antonio, Lubbock, Rock Island and Peoria. Perhaps 10 other cities are involved, on the basis of the plan for 40 major markets.

Vitapix was formed three years ago and last fall began operation [B • T, Nov. 3, 1952]. The slate of officers and directors was chosen during the NARTB convention in Los Angeles.

Aside from Messrs. Mullen, Fetzer, and Lohnes, other Vitapix officers are Robert H. Wormhoudt, former Vitapix president, who is executive vice president; William F. Broidy, president of William F. Broidy Productions, vice president, and Don G. Campbell, treasurer.

INTEGREX SHOWS NEW TV FILMINGS

INTEGREX Corp., Amsterdam, Holland, organized by a number of film producers of Western Europe who have pooled their resources to make films for TV, has a number of films ready for the American market, Joseph Brandel, international sales development manager, announced on Wednesday in New York. Films, he said, are available in both 16mm and 35mm of 15-minute and half-hour length, with time allowance for end and middle commercials, with English narration.

Mr. Brandel, Charles Ruedi, managing director of Integrex, and Jean Luc, former head of French TV and now Integrex's creative director, are in the U. S. to show sample films to TV broadcasters, advertising agencies, and large advertisers. Four Integrex films, shown Wednesday at a news preview, included three documentaries and one romantic Christmas Eve in Paris story.

Film Sales

Kling Studios, Chicago, is producing what may be the first commercial in three dimensions. The color motion picture is being produced for the **Admiral Corp.,** Chicago, and features the 1954 line of Admiral TV sets. The film will be shown at Admiral sales meetings in New York, Chicago and San Francisco.

Meanwhile, Kling announced that **Victor Borge,** pianist-satirist, has been signed to appear (presumably in only two dimensions) in a film to be produced for the **Crosley Div. of Avco Mfg. Corp.** Besides Mr. Borge, the film will show 1954 Crosley TV sets for use at the various Crosley sales conventions.

●

Alexander Film Co., Colorado Springs, Colo., has just completed television commercials for **Peter Pan** and the **Union Pacific Railroad** both in Omaha. Peter Pan bought one 20-second film through **Allen & Reynolds.** Union Pacific bought ten 60-second and ten 20-second films through **The Caples Co.**

●

KTYL-TV Phoenix-Mesa, Ariz., has signed for **Interstate Television Corp.'s** *Ethel Barrymore Theatre* and *The Amazing Tales of Hans Christian Andersen,* both on a 13-week basis.

Distribution

George Bagnall & Assoc., Beverly Hills, Calif., has acquired the TV distribution rights to *Werner Janssen's Music Box,* a quarter-hour film series in color featuring Mr. Janssen, the conductor, and the 90-piece Janssen Symphony Orchestra of Los Angeles. Thirteen films have been completed, and production on 91 programs starts July 15 at California Studios, Hollywood. The films are based on selections from opera, symphonic works and ballet.

Production

Bob Hope and **J. Hugh E. Davis,** former vice president of Foote, Cone & Belding, Hollywood, plan July production on *Police Hall of Fame,* one of the first programs to be produced by Messrs. Hope and Davis through their recently-formed **J. Hugh E. Davis Co.,** Hollywood.

The *Police Hall of Fame,* which will be a series of half-hour programs, is to be filmed at Motion Picture Center. Each program will dramatize an outstanding police case, and the policeman who cracked the case will get $500, a trophy and "National Grand Award" trophies which will include prizes up to $2,500.

Executive producers are **William Rowland,** motion picture producer-director, and **Monte Brice,** writer on NBC radio's *Bob Hope Show* who also is with Paramount Pictures. **Joseph Justman** is the producer.

Bob Nye, who is another Foote, Cone & Belding man, having been radio-TV producer for the agency in its Hollywood office, has joined Mr. Davis as an associate. The company's new offices are at 1680 Vine St.; telephone is Hollywood 9-7193.

●

Asia Television Service not only is the name of a new TV film and production company but also describes the scope of the organization. The firm will have officers in Tokyo and Hollywood and will supply TV outlets with weekly news and feature material from the Far East on a syndicated basis.

Douglas Jenkins, Hollywood television producer who was in the Far East Command during his recent recalled tour of duty with the Army, is co-owner and manager of the Hollywood office, 6087 Sunset Blvd.

Larry Tighe, chief of ABC radio's Pacific Ocean Area Bureau during World War II, is in charge of Tokyo operations. He also will include a weekly commentary or report from the Far East in the news-and-feature package.

●

Don Sharpe Enterprises, Culver City, Calif., has started production on a half-hour pilot film for a television version of CBC Radio's *Night Beat.*

PROGRAM SERVICES

TRANSIT RADIO REMAINS ACTIVE

Five cities still feature the service in 1,000 public transport vehicles. Washington, St. Louis and Cincinnati have dropped it.

TRANSIT radio service continues active in five scattered cities, with approximately 1,000 vehicles still providing news and music for riders. Transit suffered a loss of 500 vehicles at 10 p.m. May 30 when WWDC-FM Washington and Capital Transit Co. discontinued the four-year-old service.

Cities still having transit are Kansas City, KCMO-FM, about 450 vehicles; Bradbury Heights, Md., Washington suburb, WBUZ (FM), 35 vehicles; Trenton, N. J., WTOA (FM), about 150 vehicles; Worcester, Mass., WGTR (FM), about 150 vehicles.

Operation of Transit Radio Inc., special representative for transit stations, is not affected by recent demise of service in St. Louis and Cincinnati, as well as Washington. R. C. Crisler continues as president of TR and of R. C. Crisler & Co., station brokerage firm.

While service in Washington provided an estimated $28,000 annual income for Capital Transit, and an indicated profit for WWDC-FM, the nation's capital was the focal point for organized and highly vocal opposition led by Transit Riders Assn. The opposition involved a long and costly legal battle that transit radio finally won in the U. S. Supreme Court.

Many local success stories were

SOME of the promotion material for World Broadcasting System's new You Win show is checked by Pierre Weis (r), WBS general manager, and Dick Lawrence, sales manager. It is described as the first telephone quiz show ever made available to radio stations by a transcription service as a regular release at no extra cost.

compiled by transit broadcasters around the country. National advertisers were taking to the medium but concededly were influenced by the vigorous campaign waged by transit opponents.

Riders of WM&A Motor Lines, serving a Washington suburban area around Bradbury Heights, Md., will continue to receive service, according to Walter C. Ward, WBUZ sales manager. He said the service has been profitable and that WBUZ is seeking increased power.

WBUZ officials would not comment on reports the company is planning to extend transit service to all 90 of the buses it operates.

While Capital Transit Co. has indicated it has no intention of removing speakers from its buses and trolleys, there appeared little indication that Washington service would be revived in the near future. WWDC-FM's regular program service, including music for business places, is not affected.

BMI-AMP Lease Space

SEVENTH and eighth floors of new 16-story-and-penthouse office building at 589 Fifth Ave., New York, and part of the eighth floor in the twin building at 579 Fifth Ave.—now in the excavation stages—have been leased by Broadcast Music Inc. and Associated Music Publishers Inc., wholly owned subsidiary of BMI, marking the first time both organizations have been housed under one roof, it has been announced jointly by BMI President Carl Haverlin and Ivro B. Clark, owner of the two properties.

Ziv Predicts Radio Sales Up

PREDICTION that the Frederic W. Ziv Co.'s radio business for the first six months of 1953 will be 24% over the same period last year has been made by Alvin E. Unger, Ziv radio sales president.

He said Ziv's latest radio program, *Movietown Radio Theatre*, has been sold in 27 markets.

Keystone Adds 14 Affiliates

KEYSTONE Broadcasting System has announced addition of 14 affiliates, bringing its total to 665. New affiliates, as reported by Blanche Stein, KBS station relations director, are these: WELR Roanoke, Ala.; KRIZ Phoenix, Ariz.; WARN Fort Pierce, Fla.; WFOM Marietta, Ga.; WMDC Hazelhurst, Miss.; KCHR Charleston, Mo.; KALG Alamogordo, N. M.; KBIM Roswell, N. M.; WCSS Amsterdam, N. Y.; WWST Wooster, Ohio; WPAM Pottsville, Pa.; WKYR Keyser, W. Va.; KLUK Evanston, Wyo., and KABQ Albuquerque, N. M.

NARTB RADIO-TV BOARDS SET MEET

Washington headquarters meetings June 17-19 will air several problems, with 11 new directors attending. Ethical codes set for discussion.

NINE new members of the NARTB Radio Board, who assumed directorships at the annual convention in Los Angeles this spring, will attend the combined board sessions June 17-19 at NARTB Washington headquarters. Two TV directors will sit for the first time at the TV Board's meetings.

A series of problems affecting broadcast and television operations will confront the directors next week but none are of overwhelming importance. The Radio Board meets Wednesday, the TV Board Thursday and the combined boards will meet Friday. A number of committee meetings will be held.

Taking seats at the Radio meeting will be these newly elected members: Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg, W. Va.; John Fulton, WGST Atlanta; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Hugh K. Boice Jr., WEMP Milwaukee; John F. Meagher, KYSM Mankato, Minn.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and G. Richard Shafto, WIST Charlotte, N. C.

New TV directors are Ward L. Quaal, WLWT (TV) Cincinnati, elected at Los Angeles April 28, and Merle S. Jones, who succeeds Herbert V. Akerberg as appointed director representing CBS-Television.

Among items on the agenda will be the two ethical documents of NARTB—Radio Standards of Practice and the Television Code.

The 1948 radio code has been revised and will be submitted to the board by Mr. Meagher, chairman of a special committee that has been working on the job since last autumn. The new version is designed to modernize the document.

Meeting of the NARTB Television Code Review Board will be held June 10 at Hot Springs, Va., with John E. Fetzer, WKZO-TV Kalamazoo, Mich., presiding as chairman. The board has worked out many enforcement problems in the 15½ months the code has been in operation but all have been solved quietly. Thus far only minor changes have been adopted in the text approved late in 1951.

Principal TV interest will be centered on the proposal to set up a million-dollar-plus circulation project, possibly resembling the Broadcast Measurement Bureau surveys for radio. Dr. Franklin R. Cawl, Philadelphia consultant who has submitted a circulation plan, is expected to attend the TV Board meeting. He will be flanked by Richard

THESE SEVEN were on hand when the California AP Radio Assn. presented its first annual news show awards in Los Angeles May 16. They are (l to r): Hubbard Keavy, Los Angeles AP bureau chief; Frank Clancy, vice president, Miles Laboratories; California Lt. Gov. Goodwin Knight, who made the presentations; Will Ragan, writer on the Miles' Alka-Seltzer show on Don Lee Mutual, who won the top award for general news writing; Al Stine, AP executive representative; Les Mawhinney, Don Lee Mutual news director, and Bob Dwyer, Geoffrey Wade Agency, Hollywood, which handles the Alka-Seltzer account.

M. Allerton, NARTB research director.

A three-man TV Board committee has been studying the matter. Campbell Arnoux, WTAR-TV Norfolk, Va., is chairman. Other members are Clair R. McCollough, Steinman Stations, and Kenneth A. Carter, WAAM (TV) Baltimore.

The combined boards will consider plans for the 1954 NARTB convention. C. E. Arney Jr., secretary-treasurer, has conferred in New York and Chicago on the subject. Advance indications point to a May convention at the Palmer House, Chicago, but final decision is up to the directors. Mr. McCollough, as chairman of the convention committee, will report on the Los Angeles meeting. The convention fund may show a deficit because of heavy operating expense at the West Coast site.

Committee reports will be submitted on TV information, sales promotion, insurance, and association budget. The insurance group, headed by Roger W. Clipp, WFIL Philadelphia, will submit a plan for industrywide tower insurance at marked savings and will report on a headquarters staff retirement propect.

A report on the district meeting schedule, opening Sept. 14 in the Northwest, will be submitted by Mr. Arney.

Reporting to the TV Board will be a pay-as-you-see TV committee headed by Paul Raibourn, KTLA (TV) Los Angeles. Other members are Henry W. Slavick, WMCT (TV) Memphis, and Mr. McCollough.

A minor feud has developed between Zenith Radio Corp. and NARTB over the subscription TV study. In a letter to NARTB, Zenith refused to participate in the study. Pieter Van Beeck, assistant on Phonevision to Comdr. E. F. McDonald, president, charged the study will lack objectivity largely because of opposition by Mr. Slavick to pay-as-you-see television. Mr. Van Beeck said the committee can fulfill its obligation only if members are "entirely free of prejudice."

Zenith has been seething since a company spokesman purportedly was kept away from a luncheon club appearance because of what was termed NARTB-inspired influence.

Paramount's International eTlemeter and Skiatron's Subscriber-Vision have been more cooperative in the study, it was indicated at NARTB headquarters.

GIVE RADIO TIME SELLING AIDS

Further meetings are held by BAB and BMI in key cities in Midwest and East. Idea is to present helpful sales techniques for the broadcaster with emphasis on the retailer.

TECHNIQUES designed to help broadcasters sell radio-time especially to retailers, and to improve program service are being explored at a series of nationwide meetings being conducted by Broadcast Advertising Bureau and Broadcast Music Inc.

Last week meetings were held at Des Moines, Omaha and Wichita, in the Midwest, and Rochester, Philadelphia and Balitmore in the East. The previous week meetings had been held at Milwaukee, Chicago, St. Louis, Portland (Me.), Boston and Hartford.

Hundreds of broadcasters are taking part in the conferences, which include an opening program clinic by BMI and a second-day session conducted by BAB. Both organizations have teams on the road. Carl Haverlin, BMI president and other BMI officials, have disclosed the copyright organization is arranging rights to a substantial catalog of modern literary works and besides is preparing lists of works now in the public domain.

BAB speakers are reviewing ways broadcasters can capitalize on radio's effectiveness as a sales tool, utilizing visual techniques to point up the presentations. BMI speakers, including many station operators, are reviewing local and specialized programming techniques.

Meetings are scheduled this week in Oklahoma City, Houston, New Orleans, Pittsburgh, Detroit and Columbus.

At the BAB clinic in Des Moines, held Tuesday, Kevin Sweeney, vice president of the Bureau, emphasized retail business fluctuates widely by weeks and months and that broadcasters, accordingly should sell retailers at times when demand for merchandise is high.

Nighttime radio's effectiveness, the controversial question of "shorty" commercial announcements, how to meet competition from trading stamps, and how long a piece of commercial copy can be used effectively were subjects aired

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INFORMAL SALES discussion during BAB-BMI clinic at Milwaukee. Hugh Boice, WEMP Milwaukee (seated), explains problem to (l to r) Don Wirth, WNAM Neenah, Wis.; Harry Peck, WISN Milwaukee, and Ben Laird, WDUZ Green Bay, Wis.

★ ★ ★

by a panel composed of Lew van Nostrand, WMT Cedar Rapids; E M. Horning, KSJB Creston; Paul Elliot, KRNT Des Moines, and Bernard Jacobson, KROS Clinton.

BMI reported total attendance of 874 broadcasters at its first 12 clinics.

Improved radio programming as a bulwark against TV competition, and the wider use of music in "its full scope," were among the chief topics at many of the sessions to date, BMI authorities reported.

Discussing local programming as

PANEL MEMBELS at BAB clinic held in Portland, Me., included (l to r): Jack S. Atwood, WRDO August, Me.; Lee Gorman Jr., WABI Bangor, Me.; William H. Rines, WCSH Portland, Me.; Ted Coffin, WABM Houlton, Me., and Harold H. Meyer, WPOR Portland, Me.

"radio's best offensive," Earl Glade Jr., KDSH Boise, Ida., told last Monday's clinic at Des Moines that stations should "dramatize local people, local events, and local history." Karl Janssen of KTUL Tulsa stressed "the what, when and why of music" and said his station had found concert music to be "a strong programming ingredient and fully commercial." Allen Embury, KPIG Cedar Rapids, used tape recording to demonstrate successful commercial copy, while G. LaVerne Flambo, WQUA Moline, cited music, news, special events, and play-by play sports as strong points which radio can handle better, faster, and more economically than TV.

Making music "attract and hold listeners and sponsors" was emphasized at another clinic Monday, at Rochester, N. Y., by Frank Schroeder, WDZ Decatur, Ill. Other Rochester talks were by M. Wayland Fullington, WIRE Indianapolis; Stephen W. Ryder, WENE Endicott, N. Y.; Don J. Curran, WWHG Hornell, N. Y., and Harry Goodwin, WNJR Newark.

NARFD Meeting Slated In Houston This Week

SPRING meeting of the National Assn. of Radio Farm Directors will be held today (Monday) through Wednesday, with various activities scheduled at Houston's Rice Hotel and Galveston's Galvez Hotel, according to George Roesner, KTRH Houston, convention chairman.

Several firms and organizations are sponsoring luncheons, dinners and tours, while others are furnishing equipment for use by the farm directors. Talks are scheduled Monday. The farm directors on Tuesday will visit a ranch, observe rice farming and airplane fertilization and spraying, and will take a boat trip on the Houston Ship Channel.

A deep sea fishing trip is set for Wednesday morning and a ladies style show is scheduled Monday by KPRC-TV Houston.

HARTB Names Hollinger

FIN HOLLINGER, KULA Honolulu, has been elected president of Hawaiian Assn. of Radio & Television Broadcasters. He succeeds Jack A. Burnett, KULA. Other officers elected were: Ezra Crane, KMVI Wailuku, vice president; Ira G. Mercer, KHON Honolulu, secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.

RTES Names Officers; Gaines Is New Chief

OFFICERS of Radio & Television Executives Society for the coming year were installed May 27 at the group's annual business meeting, following a luncheon at New York's Hotel Roosevelt. President for the 1953-54 season is James M. Gaines, vice president, General Teleradio, in charge of WOR and WOR-TV New York. George Shupert, vice president, United Artists Corp., is first vice president; Robert Burton, BMI vice president, is second vice president; Claude Barrere is secretary, and Joseph A. McDonald, NBC treasurer, is treasurer.

New RTES board members are: Robert Sarnoff, NBC (retiring RTES president); Lester Gottlieb, CBS Radio; G. W. Johnstone, NAM; Eugene Katz, Katz Agency; Marvin Kirsch, *Radio Daily*, Don McClure, Owen Murphy Productions; Reggie Schuebel, Wyatt & Schuebel; Bruce Robertson, BBT; Elliott Sanger, WQXR New York, and Chris Witting, DuMont TV Network.

AIEE Meets June 15-19

AMERICAN Institute of Electrical Engineers' summer general meeting June 15-19 at Atlantic City's Chalefont-Haddon Hall will feature sessions and symposiums on television, radio, binaural broadcasting and facsimile among a series of 54 gatherings to be devoted to advances and discoveries in electrical engineering and allied arts.

Four papers each will be presented on binaural broadcasting, radio and facsimile, while five will be presented on television. The meeting will be sponsored by the Philadelphia Section of AIEE.

TSC Names Chipp

ELECTION of Rodney D. Chipp, director of engineering for the DuMont Television Network, as president of the Technical Societies Council of New York, Inc., was announced last week.

Mr. Chipp, who served as director and treasurer during the past year, represents the Institute of Radio Engineers, one of the Council's 18 member societies in the Greater New York area. Other officers elected were J. V. N. Dorr of Dorr Co., vice president; John B. Hewett of John B. Hewett Co., secretary, and Robert M. Edmiston of American Optical Co., treasurer.

'Lucy,' 'Comedy Hour' Top May Neilsen TV Ratings

HIGHEST ratings in A. C. Neilsen Co.'s first May report went to CBS with *I Love Lucy* and *Colgate Comedy Hour* in the top places. The ratings:

NATIONAL NIELSEN-RATINGS*
TOP TELEVISION PROGRAMS
First Report for May, 1953
(Two Weeks Ending May 9, 1953)

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	15,822
2.	Colgate Comedy Hour (CBS)	12,544
3.	Dragnet (NBC)	10,754
4.	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,723
5.	Goodyear TV Playhouse (NBC)	10,370
6.	Philco TV Playhouse (NBC)	10,082
7.	Red Buttons (CBS)	10,038
8.	Studio One (CBS)	9,739
9.	You Bet Your Life (NBC)	9,622
10.	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,330

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1.	I Love Lucy (CBS	68.8
2.	Colgate Comedy Hour (CBS)	55.2
3.	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	51.2
4.	Dragnet (NBC)	50.9
5.	Studio One (CBS)	48.2
6.	Arthur Godfrey's Scouts (CBS)	47.8
7.	Goodyear TV Playhouse (NBC)	47.7
8.	Texaco Star Theatre (NBC)	46.4
9.	Philco TV Playhouse (NBC)	46.3
10.	Red Buttons (CBS)	46.3

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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ABC Claims Bigger Slice

ABC claimed last week it was the only radio network to show an increase in the share of total minutes its radio programs were listened to by the nationwide audience during the comparative period of March 1952 and March 1953. Oliver Treyz, director of research and sales development for the network, reported that a recent Nielsen study revealed that listenership to ABC radio programs increased an average 6% over the period last year.

WEEKLY SET COUNT

TELESTATUS, listing set circulation by markets, is on page 58 of this issue. Next week it will return to its normal positioning in FACTS AND FIGURES.

'Lucy' Leads Videodex, Followed by Godfrey

CBS-TV's *I Love Lucy* continued to lead both in percentage of TV homes and in the number of TV homes in ratings for network programs compiled for May 1-7 by Videodex Reports. Complete listings:

	No. of Cities	*% TV Homes*
1. I Love Lucy (CBS)	71	59.3
2. Godfrey & Friends (CBS)	63	47.5
3. Dragnet (NBC)	66	47.0
4. Talent Scouts (CBS)	36	44.3
5. Groucho Marx (NBC)	74	43.6
6. Comedy Hour (NBC)	72	43.2
7. Our Miss Brooks (CBS)	32	36.1
8. Jackie Gleason (CBS)	48	35.6
9. What's My Line (CBS)	45	34.9
Your Show of Shows (NBC)	65	34.9
Red Buttons (CBS)	68	34.9
10. Texaco Star Theatre (CBS)	60	33.5

	No. of Cities	*% TV Homes (000's)*
1. I Love Lucy (CBS)	71	13,836
2. Comedy Hour (NBC)	72	10,079
3. Dragnet (NBC)	66	9,927
4. Godfrey & Friends (CBS)	63	9,927
5. Groucho Marx (NBC)	74	9,792
6. Red Buttons (CBS)	68	7,722
7. Talent Scouts (CBS)	36	7,663
8. Your Show of Shows (NBC)	65	7,372
9. Your Hit Parade (NBC)	70	7,000
10. Texaco Star Theatre (NBC)	60	6,966
Total No. TV Markets in U.S.		91

*Number Diaries Tabulated for Videodex May Report	9,200
*Total No. Videodex TV Markets	87

'Lucy' Tops ARB Rating

TELEVISION audience ratings of American Research Bureau for May again listed *I Love Lucy* (CBS) the top place in its national rating with an audience of more than 45 million. *Dragnet* and *You Bet Your Life* (both NBC) were second and third, respectively. Martin & Lewis on *Comedy Hour* (NBC) gave the program its highest rating since February, raising it to fourth place. In fifth place was *Talent Scouts* (CBS). Milton Berle's *Star Theatre* dropped from fifth to 19th place.

FCC POLICY SWITCH SPEEDS EIGHT NEW TELEVISION GRANTS

Commission's new policy (to act quickly on TV applications after they are free of competition) accounts for six of the authorizations. TV grants in U. S. now total 477, of which 369 are post freeze.

FCC's CHANGE of policy to act on TV applications as soon as practical after they become free of competition [B • T, May 25] began to take effect last week as the Commission on Wednesday announced grants for eight new stations. Six of these permits resulted from withdrawals by competitors.

New TV station grants issued since lifting of the freeze last year total 373, but four permits have been returned. Including the 108 stations on the air at the end of the freeze, TV authorizations in the U. S. now total 477.

Highlight authorization was permit for vhf Ch. 5 to KCMO Kansas City, putting second vhf station into an area served for 3½ years by a single outlet, WDAF-TV on Ch. 4. The *Kansas City Star*, licensee of WDAF-TV and its radio affiliate, is defendant in a pending government antitrust suit which noted the paper owned the only TV station there [B•T, Jan. 12]. Empire Coil Co. earlier this year was granted uhf Ch. 25 at Kansas City for KCTY (TV), not yet on the air.

The new station grants include:

Kansas City, Mo.—KCMO Bcstg. Co. (KCMO) granted vhf Ch. 5, ERP 100 kw visual and 60.3 kw aural, antenna 830 ft. Grant made possible by dismissal of KCKN's application on Tuesday.

Jacksonville, Fla.— Jacksonville Journal Co. (WJHP) granted uhf Ch. 36, effective radiated power 120 kw visual and 61.7 kw aural, antenna height above average terrain 350 ft. Grant became possible when WEAR Pensacola dropped its competitive bid for Ch. 36 at Jacksonville in return for withdrawal by WCOA Pensacola of its application for vhf Ch. 3 at Pensacola [B • T, June 1]. WJHP and WCOA are under common ownership.

Pensacola, Fla.—Gulfport Bcstg. Co. (WEAR) granted vhf Ch. 3, ERP 47.9 kw visual and 24 kw aural, antenna 420 ft. Grant made possible by withdrawal of WCOA's Ch. 3 bid (see Jacksonville grant).

Elkhart, Ind.—Truth Pub. Co. (WTRC) granted uhf Ch. 52, ERP 215 kw visual and 115 kw aural, antenna 410 ft. A principal in firm is Walter R. Beardsley, president of Miles Labs.

Topeka, Kan.—Topeka Bcstg. Assn. Inc. (WIBW) granted vhf Ch. 13, ERP 95.5 kw visual and 56.2 kw aural, antenna 700 ft. Grant made possible by dismissal of competitive bid of KJAY there on Tuesday.

Meridian, Miss.—Southern TV Corp. (WTCK) granted vhf Ch. 11, ERP 31 kw visual and 15.5 kw aural, antenna 580 ft. Grant made possible by dismissal on May 26 of competitive bid of WMOX there. WTOK proposes to purchase WMOX building for combined radio-TV facilities.

Camden, S. C.—Camden Bcstg. Corp. (WACA) granted uhf Ch. 14, ERP 78 kw visual and 45 kw aural, antenna 550 ft.

Milwaukee, Wis.—Bartell Bcstrs. Inc. (WCKY) granted uhf Ch. 19, ERP 17.4 kw visual and 9.55 kw aural, antenna 530 ft. Grant made possible by amendment of WFOX's application to change from Ch. 19 to vhf Ch. 12. WFOX preferred to go to hearing on a vhf channel, rather than uhf, if hearing is necessary.

In other actions, FCC designated for hearing July 3 in Washington the uhf Ch. 48 contest for Joliet, Ill., and the uhf Ch. 46 contest for South Bend, Ind. Joliet applicants are Sanders Bros. and Joliet TV Inc. (WJOL). Applicants at South Bend are WHOT and Michiana Telecasting Corp. (Notre Dame U.).

Youngstown Fight Resumed

FIGHT for uhf Ch. 21 at Youngstown, Ohio, has been renewed before FCC as Valley TV Co. opposes a request by Polan Industries for additional time to complete construction of WUTV (TV) there. In a protest petition, Valley TV charges the Polan application for extension of WUTV's completion date should be dismissed as invalid since it was not filed until two days after the construction permit expired on May 19. Valley TV argues Polan Industries has failed to meet the terms of the CP and asks FCC to grant its own bid for Ch. 21 instead [B•T, April 27].

PRESIDENT ADOPTS TECHNIQUES OF TV FOR INFORMAL REPORT TO NATION

Aided by technical counsel from BBDO, Chief Executive and four members of Cabinet hold informal, family-circle discussion carrying out promise to bring government in closer touch with nation. Simulcast seen by at least 50 millions and heard by vast radio audience.

PRESIDENT Eisenhower has told his story—the story of 22 weeks of Republican administration—to the nation with the benefit of TV's professional techniques, but it's only the beginning of his plan to keep in intimate contact with 160 million Americans.

Last Wednesday night the President knew what he wanted to say, and he said it. An estimated 50 million people watched on all four TV networks, and many more millions heard him on radio as he went direct to the people. For the first time the White House used TV's staging devices to hold a family-circle discussion that included four Cabinet members.

While the simulcast made television history—and radio, too, because of its informal manner—there is more to come, judging from a recent hint by James C. Hagerty, the President's secretary. Mr. Hagerty has promised the President will make unprecedented use of every means of telling the people what their government is doing.

The simulcast was an example of what the President has in mind, but there are other ideas in the works. It appeared after the Wednesday simulcast that an effective format had been developed for monthly or perhaps bi-monthly discussions between the President and some of his official family. Other ideas are being mulled, most difficult being the plan to telecast Presidential news conferences with radio-TV periodical reporters.

Technical counsel by advertising agency specialists played an important part in the simulcast and led, also, to some newspaper needling. Ben Duffy, BBDO president, directed a staff of agency specialists, some of whom had served with President Eisenhower during the election campaigning.

Mr. Duffy, credited by the White House with substantial help in the simulcast format and exercising it, was in the studio during the proceedings. Among BBDO staff people at the scene were Jack Elliott, account executive on DuPone and Thomas Nelson Co., and Hugh Rogers, head of TV production. Both helped in the Republican campaign telecasts.

BBDO had offered its services a fortnight ago and the White House quickly accepted. In disclosing BBDO's offer last Monday, Mr. Hagerty told reporters, "I am giving them a plug when I say it is the best advertising agency I know of." The agency had volunteered technical aid, he added. After the program Mr. Duffy was quoted as saying, "It was one of our best shows."

Viewers who watched and heard the President and his aides in their 9:30-10 p. m. simulcast were treated to a chatty, easy talkfest—a cozy discussion of what's going on in the U. S. and the world as well as what the government is doing about its hourly crises and dilemnas.

The simulcast was carried live by two radio networks—ABC and MBS. CBS Radio followed with a repeat at 10 p. m. and NBC carried the program at 10:30 p. m.

Staged in the "Fish Room" off the main Executive Offices reception room, the program moved easily despite badly cramped quarters. The room is conference size, its name coming from a little glass aquarium. BBDO selected this room in lieu of the low-ceilinged and arched White House kitchen, set up as a radio-TV studio when the White House was rebuilt. The studio had been used for the May 19 Presidential broadcast to the nation [B • T, May 25].

The President opened the telecast, after the usual brief introduction, by chatting several minutes about the Administration's current operations. His manner was relaxed, somewhat in contrast to the studied message he had delivered on radio a fortnight before.

He was flanked on the left by three Cabinet membebrs seated on a lounge—Secretaries Humphrey, Hobby and Benson. On the other side was Attorney General Brownell in a chair. The President was seated at a desk in a corner of the room. A number of times he walked around, pointed at charts and occasionally sat on one side of the desk. Discussing a problem, he then would turn to one of his official family, observing, "That's your field. What about it?"

Two rehearsals had familiarized the five participants with the routine and all performed in a natural way. No scripts were in sight and speakers had only the help of cue cards and a few charts.

Three TV cameras were used. They were located in corners opposite the desk, with the third in between along with pool newsreel cameras. One boom microphone was used, with three other microphones. Studio lighting fixtures were located at several points. Draping was used over the skylight and back of the newsreel camera. Need for a boom mike influenced selection of the conference room instead of the low radio-TV studio.

Under the White House rotation plan, CBS was selected for the pooled radio-TV pickup. Bill Wood, director of CBS-TV public affairs in Washington, was in charge of TV production with Charles N. Hill as director. Lewis Shollenberger, CBS Radio director special events in Washington, supervised the radio pickup. Mr. Hagerty and Murray Snyder, his assistant, were in charge of the entire proceedings for the White House.

A WTOP-TV remote truck was located outside the Executive Offices for the TV pickup. Radio was fed to the White House panel in the kitchen and made available to all networks at microphone level.

At the first rehearsal Tuesday morning, White House newsmen discovered they could watch proceedings from the remote truck. A White House officer chased them away from the monitors, however. The first rehearsal ran about 10 minutes over but the Wednesday morning run-through came within a few minutes of schedule.

Newsreel photographers were irked because they were limited to one pooled camera during the simulcast and they made their complaints known. Advance newspaper stories contained needling comments about hucksters taking over and Broadway directors swarming around the White House.

Members of the White House staff felt the simulcast was a forward step in relations of the President with the people and figured they had learned some valuable lessons from the first program of this type.

Two circuits were set up for the telecast. WTOP-TV placed a microwave antenna in the White House Rose Garden, beaming it to the Willard Hotel two blocks to the

east. There it was relayed to the WTOP-TV transmitter four miles out Wisconsin Ave., to the northwest. AT&T had cable facilities direct from the White House feeding the networks in New York.

A TV newsreel pool camera (16 mm.) was operated by Tom Craven, of United Press Movietone. John A. Bockhurst, of Hearst Metrotone News, was pool photographer for the movie newsreels.

Technical supervisor for the live TV pickup was Harry Remmers. Robert Sammon, assistant manager of technical operations, CBS New York, took part in the supervision. Bob Barry of CBS handled lighting. The TV cameras were operated by Leo Pitts, Charles McKinley and Jack Waldron, all WTOP-TV. On the technical staff were Roy Bloom, Norman Bailey, Leonard Euzent.

Senate Committee to Act On Baseball's Rule 1 (d)

SEN. EDWIN C. JOHNSON's bill to permit baseball to reinstate rule 1 (d) on radio-TV of games is slated to be up against the full batting order of the Senate Interstate & Foreign Commerce Committee this Wednesday.

The bill has subcommittee approval [B. T., June 1]. If the full committee clears the measure and the Senate passes it, observers have predicted a bit tougher sledding when the measure gets away from "home" territory and out on the road in the House.

Meanwhile, Frank P. Schreiber, general manager and treasurer of WGN Inc., Chicago, wrote Colorado Sen. Johnson that baseball clubs should have a right to place reasonable terms and conditions on broadcasts and stations are "not entitled to filch the show staged by ball clubs." In commenting on NARTB President Harold E. Fellows' testimony before the subcommittee last month, Mr. Schreiber said WGN has broadcast and telecast games under outlawed rule 1(d) and that baseball has the right to impose rules needed "to save itself from bankruptcy."

Census Funds Get Senate Nod

SENATE has adopted Senate Appropriations Committee amendment to restore $9.4 million for censuses of business and manufacturers [B•T, June 1]. Because the amount was not included in the House version of the Commerce Dept. appropriation bill, final disposition will be left to joint Senate-House conferees.

KGW GETS OPTION FORFEITS TO KOIN

FCC is asked to grant Portland, Ore., Ch. 6 to KOIN after option agreement by which KGW owners Samuel I. Newhouse and wife may buy 50% of KOIN after selling KGW.

CALL to grant KOIN Portland, Ore., TV Ch. 6 and deny the KGW application was made on FCC Hearing Examiner Elizabeth C. Smith last week, when both parties submitted an option agreement which provides that KGW (Samuel I. Newhouse Jr. and wife) may buy 50% of KOIN upon issuance of the television permit [B • T, May 25].

The option agreement provides that upon issuance of a TV construction permit, KGW's owners will buy into the KOIN licensee at the following terms: $100,000 plus whatever sum KGW is sold for (but not less than $400,000). KGW must be sold, since the FCC's regulations forbid the same owner controlling more than one AM station in the same market. Agreement also provides for the establishment of Class A and Class B stock, with the present KOIN stockholders owning all the Class A stock and the Newhouses' the Class B. Each group of stockholders will select three directors, with the seventh to be chosen by all stockholders. The agreement gives the KGW principals five years to exercise the option.

KOIN, a CBS affiliate on 960 kc with 5 kw, is owned by Theodore R. Gamble, 43.5%; C. Howard Lane, 21.33%; Harry H. Buckendahl, 11.8%, and 28 employees of the station. Mr. Gamble is also 87% owner of KJR Seattle, Wash.; 49% owner of KCMJ Palm Springs, Calif., and 20.36% owner of KLZ Denver. At one time Mr. Gamble was a large theatre chain owner, but he has liquidated most of his holdings. Mr. Lane is also associated with Mr. Gamble in the ownership and management of KJR; he holds 10% of the stock.

In addition to KGW-AM-FM, the Newhouse family also owns WSYR-AM-FM-TV Syracuse, N.Y. "Syracuse Post-Standard" and "Herald-Journal." KGW operates on 620 kc with 5 kw, and is affiliated with NBC. Negotiations for the sale of KGW to a West Coast broadcaster reportedly are underway. Transaction will take place, it is understood, following grant of a TV permit to KOIN and the putting into effect of the option agreement by KGW's owners.

The Portland Ch. 6 hearing was opened Oct. 1, 1952, but was continued due to intervening hearings by the examiner until last Monday. At that time the stipulations were filed with Miss Smith.

According to Mr. Lane, president of KOIN-AM-FM, the TV station would be on the air 90 days after the issuance of the CP. In the reorganized company, Mr. Lane is slated to become vice president in charge of television. Mr. Buckendahl, now general manager of KOIN, would become vice president in charge of radio. Mr. Gamble, now chairman of KOIN, would become president.

Prompt grant to KOIN would give Portland its second TV station. Now operating is KPTV(TV) on uhf Ch. 27, which began operations last September. KPTV is owned by Empire Coil Co., New Rochelle, N.Y.

Balance sheet of KOIN as of March 31 showed that the station had total current assets of $205,997.81 (of which $130,050 was in cash), and total current liabilities of $165,591.12. KGW's sheet for the same date showed total current assets of $143,863.28 (of which $83,889.31 was in cash) and total current liabilities of $41,812.69.

'Blocking Application' Charged In Waterloo Ch. 16 Case

CHARGE that KWWL Waterloo, Iowa, was instrumental in having a "blocking" application filed for uhf Ch. 16 in that city—thus keeping a grant from L. E. Kelly—was made last week.

In a petition for a conditional grant, Mr. Kelly alleged that the application for the same frequency filed by realtor Charles H. Gurney "was not filed in good faith but for the purpose of delaying action on my application." Affidavit with petition alleged that the Gurney application is in reality old KWWL application for vhf Ch. 7. Among other matters, it alleged that KWWL suggested to Waterloo Chamber of Commerce that FCC be petitioned to grant KXEL and itself, both seeking Ch. 7, conditional grants on Ch. 7 and 16 and that after hearing, winner would have Ch. 7 and the loser Ch. 16.

Mr. Kelly claimed he filed his application for Ch. 16 April 14, and that on May 4 Mr. Gurney filed his application.

UNOPPOSED BIDS KEPT IN HEARING

Protection against late-filed competitive bids has been afforded TV applicants in Portsmouth, Ohio, and Sacramento. This is in line with FCC policy recently outlined.

FOLLOWING policy enunciated three weeks ago [B • T, May 25] the FCC last week maintained two TV applicants in hearing status even though their competition had withdrawn from the race.

Heretofore, the Commission's policy had been to return to the processing lines applicants in hearing status where the dismissal or withdrawal of the opposition left no contest. In many instances this put the remaining applicant in jeopardy of being thrown into another hearing when a late-filing applicant for the same channel applied.

Under the revised policy fixed by the Commission, hearing status will be maintained for remaining applicants when they become unopposed, even if no hearing had started. This protects the survivor from becoming vulnerable to another competing application, since the FCC's regulations forbid the filing of any other applications for the same facilities after 30 days before the date set for hearing.

Both applicants favored in the ruling last week had petitioned the Commission against being returned to the processing line. The applicants were: Woodruff Inc., for uhf Ch. 30, Portsmouth, Ohio, owned by Edward Lamb and wife (also owner of WIKK and WICU (TV) Erie Pa.; WHOO-AM-FM Orlando, Fla.; WTOD Toledo, Ohio, and permittee of WMAC-TV Massillon, Ohio), and John H. Poole for uhf Ch. 46 Sacramento, Calif., also owner of KBIG Avalon and KPIK (TV) Los Angeles, and KBIF Sanger, Calif.

In Portsmouth, WPAY withdrew, and in Sacramento, Jack O. Gross, former San Diego broadcaster-telecaster. In the latter case, Mr. Poole is paying Mr. Gross $6,700 out-of-pocket expenditures.

In both instances the FCC called on the hearing examiners to expedite the issuance of an initial decision.

Evansville Ch. 62 Proposed

MOVING immediately after the FCC set new policy regarding unopposed applicants in hearing status (see story adjoining), FCC Hearing Examiner Fanney N. Litvin issued last Thursday an initial decision favoring the grant of uhf Ch. 62 in Evansville, Ind., to Premier Television Inc. Premier immediately petitioned the Commission to make the initial decision effective immediately. There was no objection by the FCC's Broadcast Bureau.

Premier Television (comprising motion picture exhibitor Jesse D. Fine and family) was left unopposed when two competing applicants withdrew in the last few months. The dismissed applicants were Trans-American Television Corp. and W. R. Tuley [B • T, June 1, May 11]. Only consideration was $4,000 paid by Premier to Mr. Tuley for out-of-pocket expenses. Since the Commission had found Premier legally, financially and technically qualified prior to the hearing, Mrs. Litvin issued her decision forthwith.

FEW REQUEST TV CH. CHANGES

WITH passing Tuesday of the one-year ban on petitions to change TV allocations [B • T, June 1], FCC last week had received only a bare handful of requests for channel amendments. There were no requests to remove educational reservations.

Eastern Oklahoma Television Corp. petitioned the Commission to substitute uhf Ch. 26 for vhf Ch. 12 at Elk City and to assign Ch. 12 to Ada, Okla.

Sparton Broadcasting Co. asks addition of vhf Ch. 10 to Parma, Mich.

Owensboro on the Air Inc., licensee of WVJS Owensboro, Ky., requests allocation of vhf Ch. 9 to nearby Hatfield, Ind.

Lawrence A. Harvey, turned down a fortnight ago as premature in his request of add uhf Ch. 58 at Beverly Hills, asked FCC anew last week to allocate the channel to Los Angeles.

Lynn C. Smeby, Washington consulting engineer, in behalf of an unidentified group, petitioned the Commission to allocate vhf Ch. 5 to Lake Placid, N. Y. Earlier, a similar request to add Ch. 5 at Inman, N. Y., was tendered.

Triad TV Assn. also pending a petition requesting FCC to add vhf Ch. 10 at Onondaga, Mich.

The Holdredge, Neb., Chamber of Commerce has asked the Commission to transfer vhf Ch. 4 from North Platte, indicating an unidentified local group is ready to proceed with TV at Holdredge.

Committee for Educational TV at Charlotte, N. C., petitioned FCC to continue the reservation of vhf Ch. 42 there while the Akron Public Schools supported continued reservation of uhf Ch. 55 at Akron, Ohio.

IKE PROPOSES VOICE REVAMP

PRESIDENT Eisenhower last week revealed how he would revamp the U. S. international information program, which includes Voice of America. The President submitted the plan to Congress for approval.

Features of the plan (Reorganization Plan Seven):

1. A particular, distinctively labeled program for overseas use will present the official U. S. position on world issues. Other programs will continue to carry music and entertainment.

2. The new organization, to be called the U. S. Information Agency, would absorb the Voice of America (which probably will be renamed), other information activities of the State Dept.'s International Information Administration, information programs financed in connection with government in occupied areas and the information programs now conducted by the Mutual Security Agency and the Technical Cooperation Administration (Point Four).

3. Director of USIA would be paid $17,500 annually, a deputy director, $16,000. (Dr. Robert L. Johnson, on leave from the presidency of Temple U., is now director of IIA).

4. The USIA would be autonomous in administration but under the State Dept.'s guidance in matters of policy, it was explained. The agency would be responsible directly to the President through the Mutual National Security Council.

The plan would go into effect 60 days after its appearance on Capitol Hill unless either House vetos it. That would make the effective date about Aug. 1.

NEW ROUND IN CHI. CH. 2 JOUST

BATTLE for Chicago's Ch. 2 continued into another round last week when CBS and Zenith Radio Corp. filed oppositions to the recommendations made by each other in answer to the question of what should be done about moving WBBM-TV Chicago from its present Ch. 4 to Ch. 2.

In the Zenith response, it implied strongly that any comparative hearing for Ch. 2 in Chicago should be with Balaban & Katz, former licensee of WBKB. CBS bought the facilities of WBKB from B & K (now an American Broadcasting-Paramount Theatres subsidiary) for $6 million. Station now is WBBM-TV.

Last week CBS maintained Zenith's proposals were objectional because they did not maintain the status quo—meaning, according to CBS, WBBM-TV on either Ch. 4 or Ch. 2. CBS also said that Zenith's rights would be protected because the court instructed the FCC not to give any consideration to CBS expenses in making the move if it finally ordered the Zenith application to be heard. It also emphasized that Zenith had only engineering "bare bones," and could not begin programming immediately, whereas it could.

KONA (TV) Sale Approved

SALE of majority interest in KONA (TV) Honolulu by Herbert M. Richards to the licensees of KGU and KPOA for $60,488 was approved by FCC last week. Mr. Richards gives up his 85% holding in KONA(TV), which went off the air about three months ago for economic reasons [B•T, April 13, March 16].

Advertiser Pub. Co., KGU licensee, and Island Broadcasting Co., which will sell KPOA as a condition of the KONA(TV) transfer approval, also are acquiring the remaining 15% interest in the TV station from other stockholders at 80% of par value. J. Elroy McCaw and John D. Keating, West Coast broadcasters, are chief owners of KPOA. The *Honolulu Advertiser* owns KGU.

KONA(TV) reported current assets of nearly $3,300 and current liabilities of almost $166,500 in the transfer application.

PETRY BUYS 22% OF KFMB-AM-TV

Wrather and Alvarez relinquish negative control of the San Diego outlet they purchased recently from John Kennedy for $3.15 million. Petry & Co. will pay $633,000 for 285.67 shares.

SALE of 22% interest in KFMB-AM-TV San Diego to Edward Petry & Co. for $633,000 is disclosed in a transfer application filed with FCC last week.

J. D. Wrather Jr. and Maria Helen Alvarez each will relinquish negative control as the corporation issues additional stock to the station representative firm. Mr. Wrather and Mrs. Alvarez presently each own 500 shares. The corporation will issue new stock in the amount of 285.67 shares to Petry. The station representative also acquires an option to buy up to 142.83 additional shares.

Mr. Wrather and Mrs. Alvarez recently acquired FCC approval to purchase the KFMB radio and TV properties from John A. Kennedy for a total consideration of $3.15 million [B • T, March 30].

The application included reports to support the financial qualifications of the Petry organization. An income statement for 1952 showed that Petry received commissions of $1.65 million for the sale of radio and television time. Of this amount almost $1.6 million went for operating expenses, including $1 million for salaries and bonuses. Net profit before taxes was $79,716.92, net profit after taxes, $43,764.12. Petry showed a surplus Dec. 31, 1952, of $453,077.99.

ORIGINAL 1932 experimental TV license granted Philco Corp. is presented by President William Balderson to President E. V. Huggins of Westinghouse Radio Stations Inc., at ceremony marking transfer of WPTZ (TV) Philadelphia to WRS. Joseph E. Baudino, WRS executive vice president and general manager, watches.

CAKE-CUTTING GROUP at WPTZ transfer ceremony (l to r): Mayor Joseph Clark, of Philadelphia; Dave Garroway, m. c., and Betty Furness, Westinghouse commercial narrator.

NBC Appoints Kovach

JAMES E. KOVACH, WQXR New York manager, has been appointed director of programs for WRC (TV) Washington, NBC o & o stations, according to NBC's Washington General Manager Carleton D. Smith. Mr. Kovach before 1950 was manager of network production operations for NBC and a member of the NBC-TV Development Board. Assisting Mr. Kovach at Washington, where he will be responsible for all radio and TV programming on the stations with emphasis on local programs, features and talent, will be WRC Program Manager Kenneth French, WNBW Program Manager Ralph Burgin and WNBW Film Dept. Manager George Dorsey.

KRSC Ups to 5 kw D

KRSC Seattle last Monday was slated to increase its daytime power to 5 kw, remaining at 1 kw nighttime, Robert Pollock, station manager, has announced. The station has prepared a new rate card.

Two salesmen have joined the KRSC staff. They are John Carlson, formerly commercial manager of KWLK Longview, Wash., and Charles E. Sullivan, formerly with Western Advertising Consultants.

FIVE NEW TV OUTLETS GO ON AIR; TOTAL OPERATING STATIONS 178

Most of the new stations miss their planned starting dates, but some of this week's crop beat their deadlines. Post-thaw starters reach 70: 37 vhf, 33 uhf.

ONE by one new television stations are starting commercial programming—but most of them are starting from one day to several weeks after their "planned" debut. Some of last week's starters, however, beat their deadlines.

Actually getting on the air last week, with commerical programming (even test patterns, these days, don't mean that stations are ready to start regular programming), were five outlets—four vhf and one uhf.

These made it: KFOR-TV Lincoln, Neb.; KMJ-TV Fresno, Calif.; KVOS-TV Bellingham, Wash.; WDAY-TV Fargo, N. D., and WROM-TV Rome, Ga.

KFOR-TV got on the air nearly two weeks earlier than originally planned; KMJ-TV and WROM-TV made it nearly three weeks earlier than anticipated.

Yesterday, WGBI-TV Scranton, Pa., was to have started programming, and KIDO-TV Boise, Idaho, is reported ready to start any day.

Counting those five new stations which started last week, the number of operating post thaw vhf stations rose to 37, and the number of uhf outlets rose to 33. Total post-freeze stations on the air: An even 70. Total operating television stations in the U. S. and Hawaiian Islands: 178.

Eleven stations—five vhf and six uhf—are hopeful of starting before the end of June. Another 19 stations plan a commencement during July.

Here is the status of grantees planning operation within the next few weeks (as listed in chronological order):

On the Air

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul Raymer Co., affiliated with ABC-TV (started May 31).

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co., affiliated with NBC-TV (started June 1).

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe TV Inc. (started June 3 to carry the Coronation and will operate on limited basis until 28 when it plans to start fulltime programming).

WDAY-TV Fargo N. D., vhf Ch. 6, represented by Free & Peters, affiliated with NBC-TV and to carry programs from other three TV networks (started June 1).

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (started May 30).

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television affiliated with ABC-TV and carrying programs from other three TV networks (started May 31).

Yesterday (Sunday)

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

Early June

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV.

June 14

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc.

June 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks.

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc.

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. (will begin on limited basis approximately June 15).

• Harry Y. Maynard, for the last five years sales manager of KTLA (TV) Los Angeles, has been named general manager of WCIA-TV Champaign-Urbana, Ill., vhf Ch. 3 station. August C. Meyer, WCIA-TV president, announced the appointment. Mr. Maynard, before joining KTLA (TV), was in the radio production department of BBDO, Hollywood.

Target date for WCIA-TV is September 1. According to a station spokesman, the outlet's operation with a 1,000-foot tower is expected to bring television for the first time to about two millon people in central Illinois and western Indiana.

EXECUTIVES of Storer Broadcasting Co. and its four TV and seven radio stations, attending quarterly meeting at Storer House, New York, included (standing, l to r): William Rine, northern district vice president; Art Schofield, advertising and sales promotion manager; Paul Miller, managing director, WWVA; Stanton P. Kettler, southern district vice president; Robert C. Wood, midwest sales manager; Gayle V. Grubb, managing director, WJBK; A. Garen Ferrise, managing director, WMMN; John McCoy, secretary of Storer Broadcasting; Tom Harker, national sales director; Glenn C. Jackson, managing director, WAGA; George B. Storer, president; Lee B. Wailes, executive vice president. Seated, Glenn Boundy, chief engineer; Miller Babcock, managing director, WGBS; Allen Haid, managing director, WSPD; J. Robert Kerns, managing director, WSAI, and George B. Storer Jr., managing director, KEYL.

What happened in Waco, May 11?

A disastrous tornado struck this central Texas city at 4:35 in the afternoon. Results—113 dead—503 seriously injured — 1800 residential and 387 business houses damaged or destroyed — communications almost completely disrupted.

RADIO Went into action!

Station WACO's short-wave mobile unit was broadcasting from the stricken area within two hours after the tornado struck. Its public address facilities directed rescue operations . . . AM operation and Texas State Network became the disaster committee's call for heavy equipment to move the rubble . . . for food, clothing, blood and other supplies for rescue and first aid workers. Over 50,000 personal messages of injury, fatality and safety . . . plus an assist with 25,000 such messages for the Ham Short-Wave Network . . . were handled in almost 100 hours of continuous broadcasting. Now that reconstruction work has begun, radio is resuming near normal operations in Waco proving once again that whether it is an emergency created by a disaster or the day to day job of entertainment and information . . . radio always acts in the best interest of the public.

STORER SELLS WSAI AM-FM

Subject to customary FCC approval, Gordon Broadcasting Co. will acquire the AM-FM facilities for a figure in excess of $200,000.

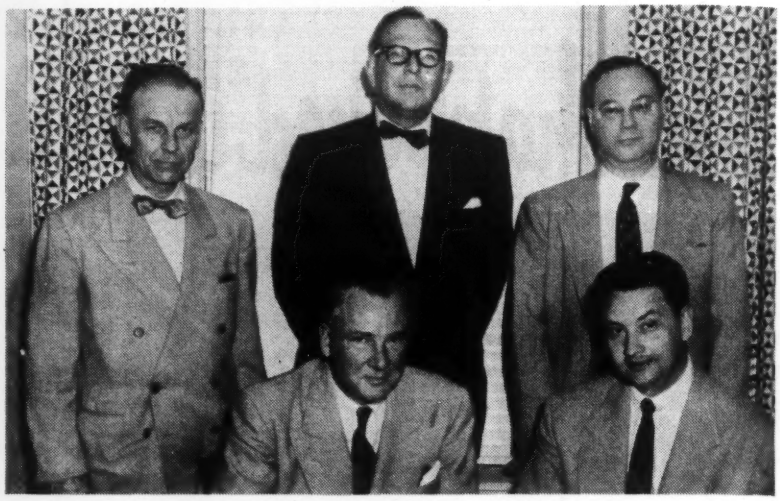
SALE of WSAI-AM-FM Cincinnati by Storer Broadcasting Co. to Gordon Broadcasting Co., headed by Sherwood R. Gordon, was announced last week by Storer executive vice president Lee B. Wailes, subject to customary FCC approval. Sale price was understood to be approximately $203,000 plus quick assets.

Mr. Gordon is a 24-year veteran in radio, having started as a child actor at WKBW and WGR Buffalo and continuing in the medium through the U. of Buffalo by working as announcer at various local stations, and subsequently served with a number of midwest outlets, starting as announcer and advancing through intermediate stages to station management.

After 4½ years in military service, including two years in the South Pacific in Armed Forces Radio and as a combat photographer, Mr. Gordon moved to New York, married, and invested in a number of successful business ventures.

He said his purchase of WSAI, a 5 kw ABC affiliate in 1360 kc, "makes it possible for me to realize two ambitions my entrance into the service prevented — to re-enter radio as a station operator, and return to the midwest. . ."

Mr. Wailes, in announcing the sale, pointed out that Storer's recent $2.4 million acquisition of WBRC-AM-TV Birmingham [B • T, May 25] "brought to eight the number of AM stations under Storer ownership" and that "thus, in accordance with FCC practice, we had to reduce our total to seven."



ON HAND for signing of contract under which Storer Broadcasting Co. sold WSAI-AM-FM Cincinnati to Gordon Broadcasting Co., subject to FCC approval, were (seated, l to r) Lee B. Wailes, executive vice president of Storer, and Sherwood R. Gordon, president of Gordon Broadcasting; standing, James Littell, Storer attorney; R. C. Crisler, station broker; A. Bertram Roth, Gordon attorney.

* * *

CKLW
• MUTUAL •
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26

BIG TIME advertisers who want BIG TIME results in the Detroit area should investigate CKLW's low cost coverage for the best response in this important five state area!

•

CKLW covers a 17,000,000 population area in five important states!

•

50,000 WATTS
800 KC.

TOOKE NAMED WPTZ MANAGER

ROLLAND V. TOOKE has been appoined general manager of WPTZ (TV) Philadelphia following FCC approval of sale of the station from Philco Corp. to Westinghouse Ration Stations Inc. [B•T, June 1]. The appointment was announced by E. V. Huggins, WRS president.

Mr. Tooke

Mr. Tooke has been associated with WPTZ (TV) since 1941 and since 1945 has been assistant general manager. He succeeds E. B. Loveman who will remain with the Philco Corp.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

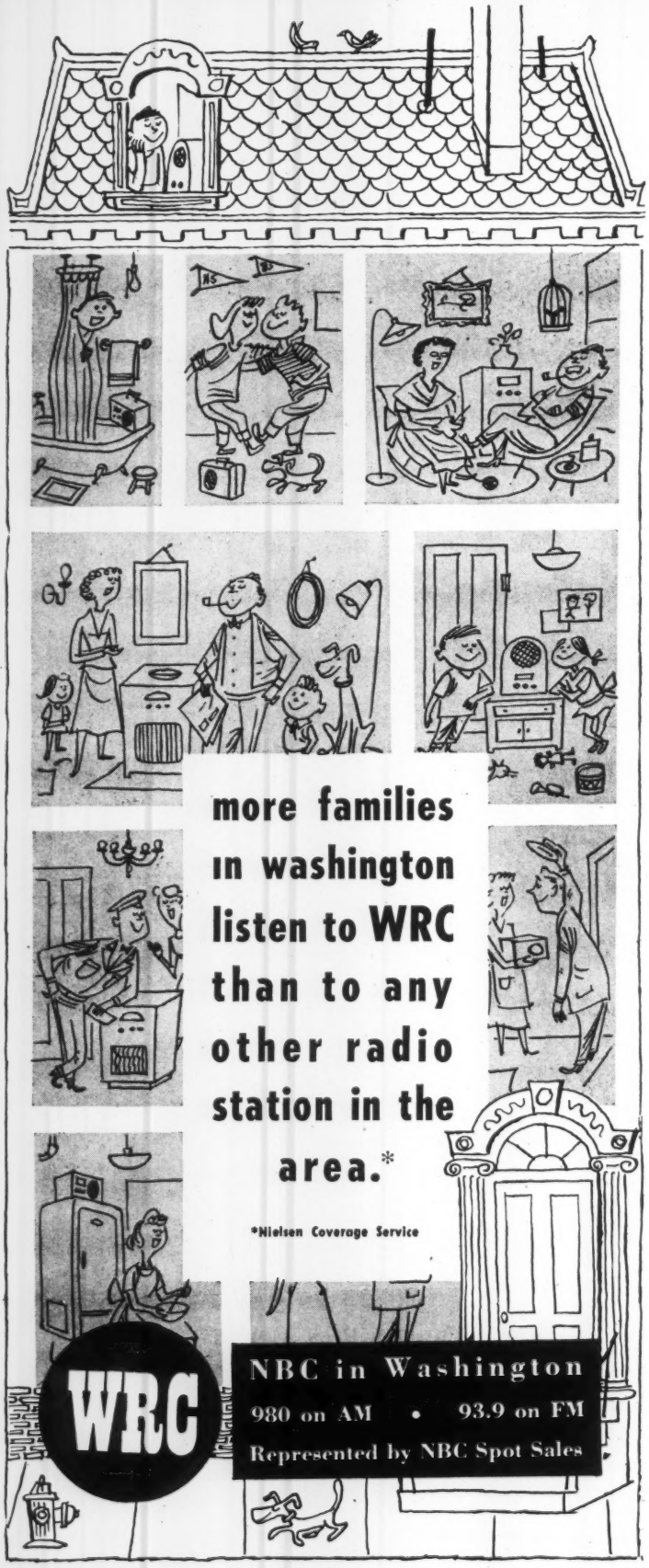
$ MONEY $

THE ~~SUNNY~~ SIDE OF THE DIAL

5000 Watts

Serving the
GREATER PITTSBURGH
Metropolitan
Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.



MANUFACTURING

GATES NAMES FOUR EXECUTIVES

FOUR executive changes in the Gates Radio Co. organization were announced last week by Parker Gates, president of the Quincy, Ill., company.

Lawrence J. Cervone, head of the Gates New York office, has been promoted to general sales manager, replacing the late Fred O. Grimwood who died last year.

John M. Hearle, head of the defense contracts department of Gates at Quincy, has been promoted to head the New York office.

Urlin F. Whitman, chief engineer of WTAD Quincy, Ill., has joined the Gates sales department and will handle special product sales, including TV, and industrial products and special designs.

William Wallace Warren, chief engineer of WANE Fort Wayne, has been selected as sales engineer for Delaware, Pennsylvania, Virginia and West Virginia. Mr. Warren replaces John C. Price who is 40% owner of a new broadcast station recently authorized by FCC for Millville, N. J. [B • T, June 1].

New Philco Line

A NEW line of 31 new radio and radio-phonograph models and 47 television receivers, including a 24-inch picture tube for the first time, was to be announced yesterday (Sunday) by Philco Corp. at the opening of its four-day midsummer convention in Atlantic City, where, Philco claims, 7,500 attending radio and appliance dealers comprise the largest convention ever held by a single company.

RCA Victor Introduces

A "ROTOMATIC" television line, which is said to fully exploit the advantages of completely automatic tuning for the first time, is being introduced by the Victor Div. of RCA, Camden, N. J. Announcement has also been made that RCA Victor is entering the high-fidelity phonograph field. Also in production is a new global portable radio which RCA states achieves a new level of performance in short-wave reception.

Business TV Package Available

SO-CALLED closed circuit TV package is available to business firms for presentation in a 62-city network, according to Cappel, MacDonald & Co., Dayton, Ohio, which claims 110 theatres with 240,000 seats can handle the telecasts.

SUMMERTIME IS KROD-TV TIME IN EL PASO--

BECAUSE 80% OF THE TV HOMES IN EL PASO ARE AIR-CONDITIONED FOR COOL, COMFORTABLE TV VIEWING

El Pasoans, like most Southwesterners, stay indoors in the summer to enjoy the cool comfort of their air-conditioned homes and to watch TV . . . in the day-time and at night-time, too. Because El Pasoans do stay home in the summer, they look to TV for entertainment. This gives the TV advertiser a greater opportunity to sell his product here.

Sell Your Products on El Paso's First, Biggest and Best TV Station

Here Are the REASONS WHY KROD-TV Is Your Best Buy In El Paso and the Southwest!

1. Mountain top transmitter location — 1783 ft. above city.
2. Channel 4 — 56,300 watts
3. CBS — Dumont — ABC Networks
4. More viewers because of better regional coverage, thorough coverage of the "home town" area, and better programming.
5. More "top flight" film shows.
6. More local interest shows.
7. More live shows.
8. Unrivalled studio facilities especially designed for TV.
9. Large and experienced TV staff.
10. Newspaper affiliation.
11. Superior merchandising "tie-ups".

Sell In The City Where People Stay Home In The Summer!

KROD-TV
CHANNEL 4
EL PASO, TEXAS

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, Chairman of Board
VAL LAWRENCE, President and Gen. Manager
DICK WATTS, TV Sales Manager

CALL YOUR NEAREST
O. L. TAYLOR COMPANY OFFICE FOR FULL DETAILS

A RESOLUTION

Unanimously adopted by The NBC Television Affiliates

PRINCETON, N. J. MAY 26, 1953

BE IT RESOLVED:

That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

In this confidence we adjourn our meeting with unanimous approval and endorsement of the R.C.A.-N.B.C. program as outlined to us today.

NBC

a service of Radio Corporation of America

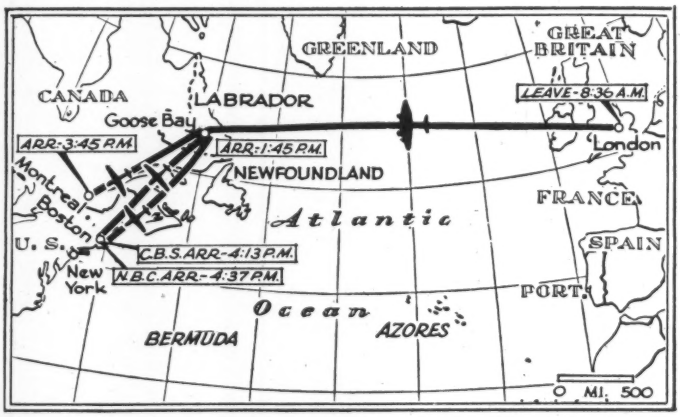
NETWORKS VIE FOR 'FIRST' HONORS AS RADIO-TV COVER THE CORONATION

RADIO and television proved themselves the royal family of communications media with their rapid and descriptive coverage of the Coronation of Queen Elizabeth II of England Tuesday.

Radio re-asserted its reputation as the world's fastest communications medium, unfolding its on-the-spot story of the Coronation from beginning to end. NBC, CBS, MBS and ABC provided detailed coverage, although the networks relied heavily on the descriptions of the proceedings by BBC commentators. Radio coverage continued until approximately 9 a.m. EDT.

But it was television that provided the dramatic flourishes. Both NBC-TV and CBS-TV hired superjet planes to hasten films across the Atlantic and from Canada to Boston, which was scheduled to be the transmission point for network programming.

NBC-TV attempted a bold move it later described as its "secret weapon." In hush-hush fashion it recorded BBC's telecast at Blackbushe Airport, 40 miles from London. The films immediately were placed on an English Canberra, which left for the U.S. at 6:24 a.m. EDT, almost two hours before CBS-TV's jet left London Airport.



DEPARTURE and arrival time (EDT) of the various planes which relayed films of the Coronation first to Canada and then to the U. S., are shown above.

* * *

But the "secret weapon" backfired when NBC-TV's jet plane had to turn back after two hours over the Atlantic because of a defective fuel connection.

Later, when the official BBC films arrived at approximately 2 p.m. in Canberra jets at Goose Bay, Labrador, it touched off the day's second race between CBS-TV and NBC-TV.

It was CBS-TV's plane, piloted by Joe De Bona, that won, arriving at Boston's Logan International Airport at 4:14 p.m. EDT, 23 minutes before NBC-TV's jet, which Stanley Reaver piloted.

In a final effort, NBC-TV arranged with ABC-TV to share its "feed" from CBS at Montreal of BBC films, which were placed on the

people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

$793,206,000 spent in retail stores
$180,541,000 spent for food
$151,766,000 spent in automobiles
$ 23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get *your* share is with the *complete* radio and television coverage of the Shenandoah Stations . . . WSLS—AM—FM and *now* TV.

All figures from Sales Management Survey of Buying Power, 1953

WSLS · AM · FM and now TV

NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR AVERY-KNODEL MAN TODAY

BIG MIKE... the timebuyer's Assistant... proves KFAB NEBRASKA'S No.1 STATION

KFAB
50,000 WATTS
NEBRASKA AREA HOOPER
★ KFAB NEWS PERIODS LEAD MORE TIMES THAN ANY OTHER STATION
★ KFAB-CBS LEADS IN ALL NETWORK QUARTER HOURS IN THE MORNING
★ KFAB-CBS LEADS IN 73% QUARTER HOURS IN AFTERNOON
★ KFAB-CBS LEADS IN 66% QUARTER HOURS AT NIGHT
★ KFAB-CBS LEADS IN ALL HALF-HOUR PERIODS SUNDAY AFTERNOON AND 62½% SUNDAY NIGHT
Big Mike
90. DAK.
NEBRASKA
IOWA
COLO.
KANSAS

Everyone seems to be agreed that . . . *one of the most important yardsticks for the successful purchase of radio advertising and the corresponding placement of commercial radio time* . . . **is dependable audience measurements and surveys.**

Just recently released is the first complete area Hooper Report covering BIG MIKE'S home state. This survey covers all of the State of Nebraska (every county) and the city of Council Bluffs, (Iowa). This is the first complete, and thorough measurement of Nebraska Market and proves conclusively that BIG MIKE is the most powerful, influential salesman and entertainer in the area. As the "Timebuyer's Assistant", BIG MIKE is proudly pointing out key results of this survey. Hear more about BIG MIKE and the first REAL measurement of Nebraskan's listening preferences . . . from Free and Peters . . . or get the facts from Harry Burke, General Manager.

And remember the bonus coverage of KFAB—parts of 6 states around Nebraska

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station

THE MIDWEST-EMPIRE STATION

KFAB

1110 KC

50,000 WATTS OMAHA CBS RADIO

three networks—CBC, ABC and NBC—at 4:14 p.m. Later, spokesmen for both ABC-TV and NBC-TV claimed the distinction of placing the films first on their respective networks. CBS-TV, which went on the air with an edited version of the Coronation at 4:23 p.m. EDT, said that its telecast gave the American audiences its first view of the actual Coronation rite.

NBC-TV and CBS-TV also made use of larger planes, converted into flying laboratories, complete with film-editing equipment, that were flown to the U.S. later that evening for a roundup telecast. NBC-TV's Pan American Super-Six clipper carried back commentators Henry Cassidy and Merrill Mueller, who provided the commentary for a 10:30-12 midnight program. CBS-TV's BOAC Stratocruiser carried, among others, Edward R. Murrow, who offered comments on a 10:30-12 midnight telecast.

TELESTATUS

Weekly TV Set Summary—June 9, 1953—Telecasting Survey

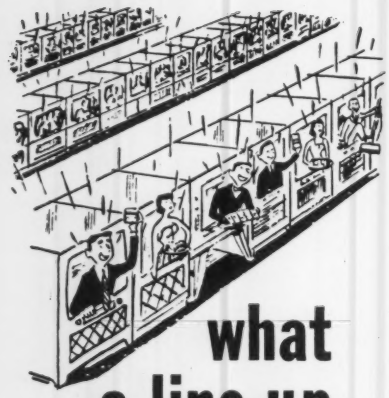
Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated... Total sets in use in U. S.; however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	177,034	.....
Amarillo	KGNC-TV, KFDA	25,461	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	8,000	.....
Atlanta	WAGA-TV, WSB-TV WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,367	.....
Baltimore	WAAM, WBAL-TV WMAR-TV	478,994	.....
Battle Creek	WBKZ-TV	273,015	30,200
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bellingham	KVOS-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	157,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,157	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
Duluth	WFTV (TV)	.....	.....
Elmira, N.Y.	WTVE (TV)	.....	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Fargo, N.D.	WDAY-TV	.....	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	167,419	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	200,432	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	17,138
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	294,467	.....
Lancaster	WGAL-TV	224,961	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV, KCBD-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	205,656	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	433,649	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	366,400	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	213,266	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Oreg.	KPTV	.....	93,142
Providence	WJAR-TV	1,043,320	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV WEEU-TV	.....	84,748
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	184,000	.....
Rockford	WTVO	.....	18,753
Rock Island	WHBF-TV	203,000	.....
	Quad Cities Include Davenport, Moline Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
St. Petersburg	WSUN-TV	.....	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	143,786	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
San Luis Obispo	KVEC-TV	.....	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	.....
Sioux City	KVTV	47,208	.....
Sioux Falls	KELO-TV	36,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	21,991	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	205,176	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMI-TV, WKBN-TV	.....	35,501
Zanesville, O.	WHIZ-TV	.....	.....

Total Stations on Air 169* Total Markets on Air 115*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 23,590,855



what a line up..

332,000 STRONG!

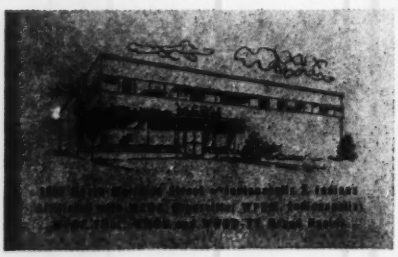
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 332,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



on the Local Scene . . .

In Maryland, WMAR-TV is *first* for popularity and variety in local as well as network programming.

These WMAR-TV local programs are available for participating sponsorship:

1—"The Woman's Angle" with Ann Mar. Kitchen fun . . . Monday through Friday, 1 to 1:30 P.M. and Mon., Wed., Fri., 3:30 to 4 P.M.

2—"Mostly Music" with Matt Thomas. Musical variety . . . Monday through Saturday, 4:30 to 5 P.M.

3—"Edith Land Program." Songs and guests . . . Monday through Wednesday, 11 to 11:30 A.M.

4—"The Collegians" conducted by T. Oliver Hughes. Youthful talent . . . Saturdays, 1 to 2:30 P.M.

5—"Block Party" with Corky Smith. Quiz game . . . Thursdays, 3:30 to 4 P.M.

6—"The Early Show" (Boots and Saddles). Movies . . . Monday through Friday, starting at 6 P.M.

7—"Film Theatre of the Air." Top films . . . early Sunday afternoons.

8—"Spinnin' the Sports World" with Matt Thomas. Sports . . . Monday, Thursday, Friday, 6:50 P.M.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

ABC REALIGNS EXECUTIVE POSTS IN N.Y., CHICAGO

EVECUTIVE realignment in ABC's New York and Chicago operations, first of this scope since the merger of ABC and United Paramount Theatres last February, was announced Thursday by President Robert E. Kintner.

Mr. Kintner said the changes—which were made public coincidentally with announcement of the resignations of John H. Norton Jr. as vice president in charge of the ABC Central Div. and Paul Mowrey as general manager of WABC-TV New York—were designed to accomplish the "twin purpose" of giving WABC-TV greater autonomy and to enhance ABC's Chicago facilities as a radio and TV program production center. The new appointments, effective July 1:

- John H. Mitchell, ABC vice president in charge of WBKB (TV) Chicago, moves to New York as vice president in charge of WABC-TV.
- James L. Stirton, general manager of the Central Div. of the ABC-TV network, becomes director of the ABC-TV network operations for the division, and, similarly, Don Roberts becomes director of the ABC radio network operations for Central Div.
- Sterling C. Quinlan, who has been program director of WBKB, takes over the general managership og both WBKB and WENR, ABC-owned radio station in Chicago.

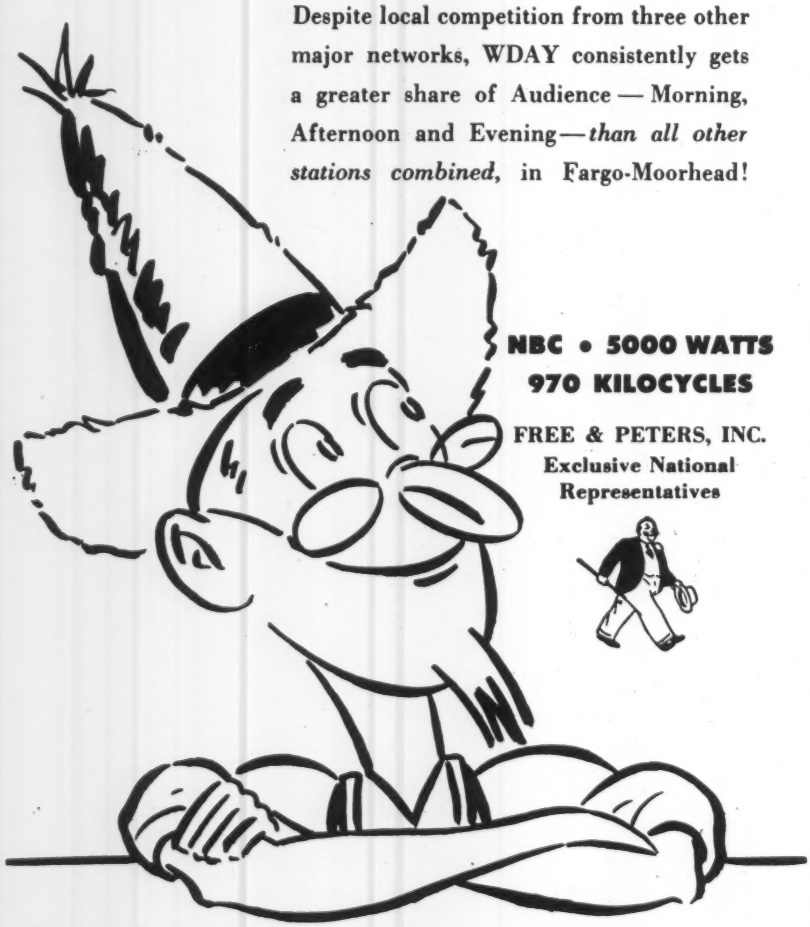
ABC said the executive duties which heretofore have been handled by Mr. Norton as vice president in charge of the division have been reassigned among Messrs. Quinlan, Roberts and Stirton, and that Mr. Mitchell, as vice president in charge of WABC-TV, will also assume the general manager's responsibilities held by Mr. Mowrey before his resignation last Monday. Mr. Roberts will report to Charles T. Ayres, vice president for ABC radio, while Mr. Stirton will report to Alexander S. Stronach Jr., vice president for ABC television.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined,* in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

NBC-TV CLAIMS NO 'REBELLION'

NBC claimed last week that any likelihood of "rebellion" among its TV affiliates had vanished—that, in the wake of the widely acclaimed presentation the week before by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC [B • T, June 1], all but one affiliate had signified intentions of remaining on the network.

The single exception, officials said, is WHAM-TV Rochester, known for some time to be "on the fence" as to whether it will remain on NBC or switch to CBS-TV. NBC authorities said they had had no word, either way, about WHAM-TV's intentions as to affiliation, but they considered it "significant" that the station already had signed an agreement accepting NBC's new "contiguous" discount structure [B • T, June 1].

Of the "commitments" from other

Hi Mom and Dad—

We had one grand show today....

This Spring, at the specific request of the Armed Forces, a troupe of WSM Grand Ole Opry Stars flew to Korea to bring a bit of home to the boys in the fox-holes, half a world away. They went because of all the entertainment available in the nation, our soldiers preferred the Grand Ole Opry.

This letter, written by one of the many thousands whose lives were lifted out of the fox-holes by the Grand Ole Opry for a little while, tells a compelling story of what a single program on a single station has come to mean to a whole people!

Kimpo Air Base, Korea

"Another day gone and another one ready to take its place. It soon gets so one day is like the other. (I just looked at the calendar and saw it's Saturday, Friday where you are.)

Today was sure different than any so far since I've been here. What accounted for it? Well, I'll tell you. We had one grand show today. Ernest Tubb and his Texas Troubadours, Hank Snow and Lew Childre, and other Grand Ole Opry stars really gave us a good show. Hank Snow opened the show, singing "I'm Movin' On," "Golden Rocket," and other songs he made famous. Then the Troubadours took over for a while. Ernie Tubb gave his show, Lew Childre gave us laughs, songs and his imitation dance, then they all got together and cut up and acted a fool for a while. The whole show lasted almost two hours. I almost felt like crying when they had to stop. That's how much I liked it. I guess it's because we don't have much to do for entertainment, and when we get something good for a change, just don't want to let it go. And too, it reminded me of Saturday nights at home. We sure did have us a time. Surprised me how many hillbillies there are here at Kimpo. We were in an open theatre, and I mean it was packed.

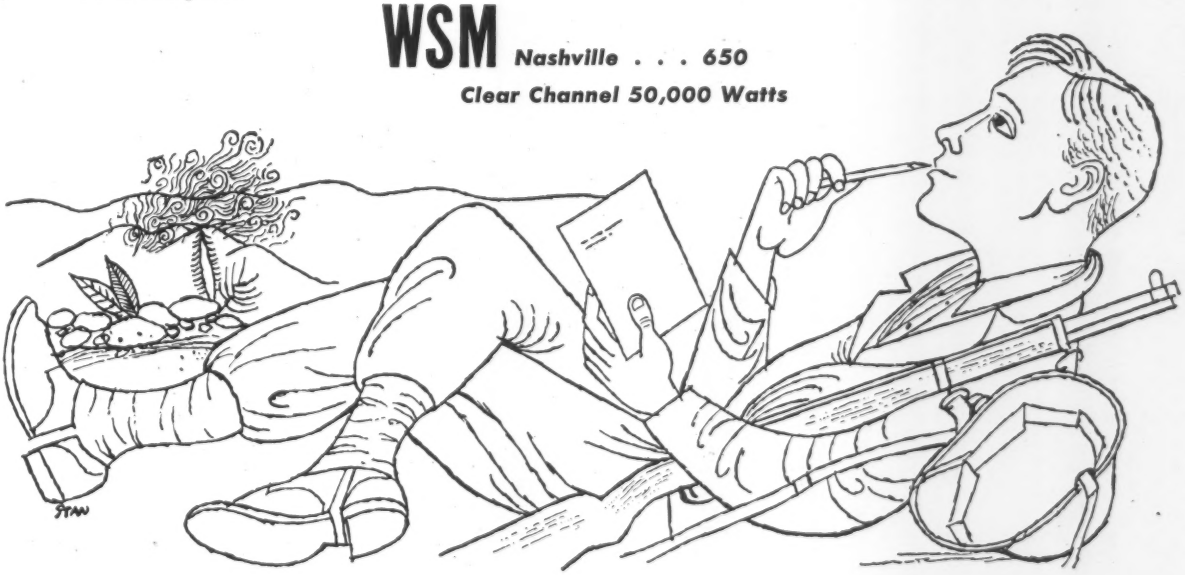
I guess it seems funny to you, us going crazy over a simple show that you hear every Saturday, but over here it's something special to us."

(Name on Request)

No wonder WSM and WSM's Grand Ole Opry has become the greatest single selling force in America. Tom Harrison, or any Petry Man, can fill in the details for you.

WSM *Nashville . . . 650*

Clear Channel 50,000 Watts



stations to remain with NBC-TV, officials reported, some were verbal and some written. In the latter category was one from P. A. Sugg of WKY-TV Oklahoma City, another station which had been on the so-called "critical list."

Meanwhile, it was reported that all but three stations—not identified—have told NBC officials they will accept a downward revision in Saturday - Sunday afternoon TV rates which was unveiled during the May 25-27 meeting of the affiliates with network officials. Under this plan, the 1-5 p. m. period on Saturday and Sunday, now in class A time, becomes class B, the rate for which is three-fourth of the rate for class A.

KXOC Drops, KHSL Joins CBS; Network Adds KVCV

A CHANGE in the CBS Radio affiliation in Chico, Calif., with the network adding a new affiliation in Redding, Calif., at the same time, has been set for Aug. 14, it was reported last week.

The Chico affiliation switches from KXOC to KHSL, while CBS Radio also adds KVCV Redding, which is under the same ownership as KHSL. KVCV currently is affiliated with Mutual.

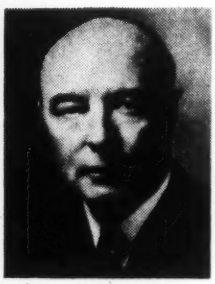
Lincoln Dellar, owner of KXOC and also KXOA Sacramento and KDB Santa Barbara, said he was relinquishing the CBS Radio affiliation at Chico rather than give up a recent power boost from 5 to 10 kw on 1060 kc there. He claimed the network felt that with 10 kw his station would overlap the network's own KCBS San Francisco.

Network officials, however, said that even before KXOC's power boost Mr. Dellar had sought an increase in the station's network rate and network compensation, which the network felt unjustified, and that, in view of negotiations with the owners of KHSL and KVCV, it was decided to substitute those two stations for KXOC in the affiliation list.

KHSL is on 1290 kc with 5 kw, and, like KVCV, is a Mutual affiliate. KVCV is on 600 kc with 1 kw. The two stations are owned by Golden Empire Broadcasting Co., headed by Mrs. Hugh McClung.

CBS Inc Elects Lovett To Membership on Board

ELECTION of former U. S. Secretary of Defense Robert A. Lovett as a member of the board of CBS Inc. was announced by Chairman William S. Paley after the monthly board meeting last Wednesday. Mr. Lovett, a general partner in the private banking firm of Brown Bros. Harriman & Co., succeeds Prescott S. Bush, also of Brown Bros. Harriman, who resigned from the CBS board after his election as a U. S. Senator from Connecticut last fall.



Mr. Lovett

NBC Signs Tom D'Andrea

SIGNING of comedian Tom D'Andrea to a long-term NBC contract as part of the network's comedy development program was announced last week by Charles C. (Bud) Barry, vice-president in charge of network programs.

Westinghouse

the first name in radio

Welcomes WPTZ

Philadelphia's first TV station

NBC-TV affiliate

Philadelphia's first television station is now a unit of the group that originated the broadcasting industry.. Westinghouse Radio Stations, Inc.

Separately, KYW and WPTZ have won the friendship of an audience of millions in the greater Philadelphia metropolitan area. Together they can do still more to bring to this audience the very best in entertainment and information.. and to bring to advertisers a new high in eye-and-ear coverage of the Philadelphia area!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

ISSUE FORD FOUNDATION REPORT

The Ford Foundation's annual report was released last week, and it disclosed that the Radio-TV Workshop cost $670,802 the last half of 1952.

ITS TV-Radio Workshop cost the Ford Foundation $670,802—after deducting $187,850 received from sponsors of its programs—during the last half of 1952, the Foundation's annual report showed last week.

Full-year figures for the Workshop were not shown, since it did not commence operation as a department of the Foundation until July 1952. Before that it was administered by the Foundation's Fund for Adult Education, whose annual report will not be made until September.

Overall, the Foundation's report showed, the Fund for Adult Education received from the Foundation authorizations for grants totaling $4,100,000 for its "educational television program" during the year. Of this sum, $500,000 had been paid as of Dec. 31. The grants were authorized "for aid" in the construction of educational television stations, on a matching basis with local groups, and to assist in the development of program material." In the latter category was $150,000, in addition to $300,000 in 1951, to produce several series of radio programs for the National Assn. of Educational Broadcasters, among them *The Jeffersonian Heritage* and the *Ways of Mankind* series. The 1952 total also included $50,000 granted by the Fund to the National Citizens Committee for Educational Television and "substantial grants to the Educational Television & Radio Center, a facility for program assistance, development and exchange."

The TV-Radio Workshop, set up to improve "the educational use of television and radio within the normal practices of commercial broadcasting" and directed by Robert Saudek, produced two TV and one radio series during 1952. A weekly 90-minute series, *Omnibus*, was presented over CBS-TV with a full complement of five sponsors and is slated to return to that network, with sponsors limited to four, in the fall. A weekly series on the UN General Assembly meeting in paris, *Assembly VI*, was presented on NBC-TV in late 1951 and early 1952, while the radio series, *The People Act*, a series of documentaries, was presented no CBS Radio the first 262 weeks of 1952.

"The wide critical and popular success of the initial *Omnibus* programs has gone some distance toward confirming the Foundation's belief that quality and acceptance are not mutually contradictory in commercial television," the report asserted.

Although not mentioned in the report, plans for next fall included the presentation of a *Junior Omnibus* series on NBC-TV in addition to the return of *Omnibus* to CBS-TV.

The report showed the Foundation's assets at the end of 1952 totaled $518,422,069, of which $417,137,580 was in non-voting Class A stock of Ford Motor Co. Income during 1952 totaled $32,612,977, while grants amounted to $37,865,235 and expenses to $3,407,812.

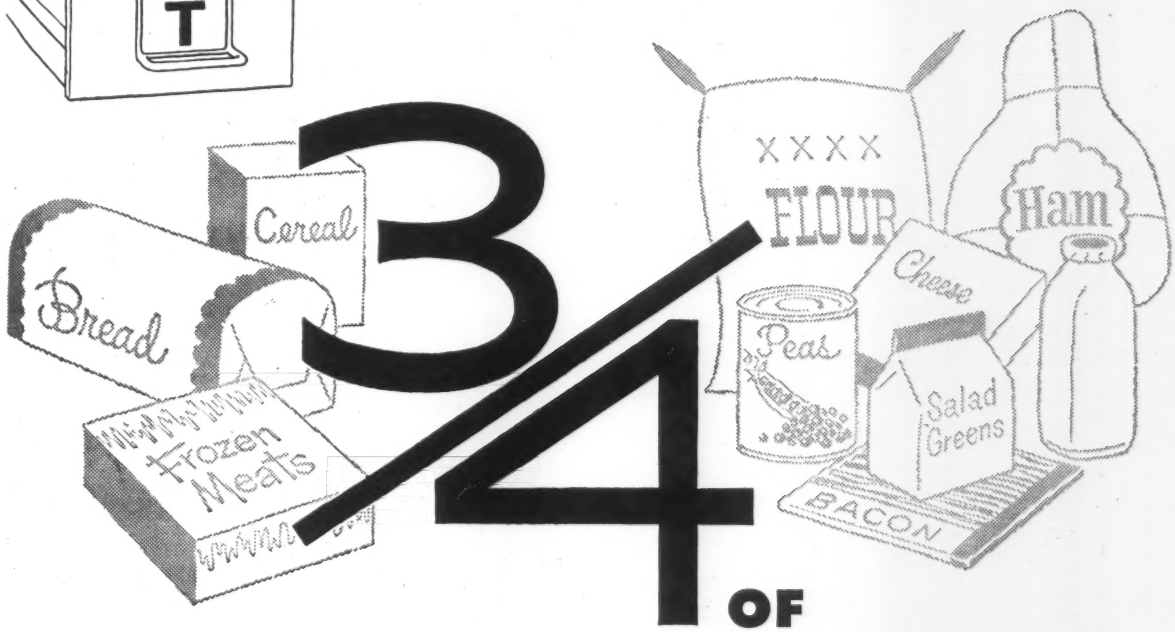
Yes, sir, diving is a great sport—as long as it isn't your SALES CURVE! In Atlanta you keep in the swim of things by using WGST, boasting a 28 year sales record in this booming market. WGST is "loaded with CPM"—COVERAGE, PROGRAMMING, MERCHANDISING. Get all the facts on how we can help solve your sales problems by contacting WGST, or our national reps.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

New WBT WBTV (TV) Grants

WBT WBTV (TV) Charlotte, N. C., which already have donated $20,000 to educational TV groups in North Carolina, are giving the U. of North Carolina a $30,000 grant, to be paid in three annual payments of $10,000. Charles H. Crutchfield, executive vice president of the stations said, "We are hopeful that our assistance, financial and otherwise, will at least help the educational TV people to determine their course for the future, and will be of aid to them in the attainment of their aims."

LIVE ITEMS FROM OUR MORGUE



3/4 OF AMERICA'S FOOD NOW PROCESSED*

...a distribution miracle made possible by TRUCKS

Trucks are the reason why shrimp from the Gulf appear on tables in the North, why small Midwestern communities *as well as* large cities can enjoy oysters and clams from the seaboard, and have fresh vegetables all year round — why Illinois hams get to California picnics, and why Georgia peaches are served in Kansas restaurants.

The whole marvelous expansion of our distribution system since World War I has largely been brought about by truck. In the handling of processed foods alone, trucks render an invaluable service to the grower, the processor, the merchant and the consumer. In a supermarket, the frozen foods section alone is evidence of the great change. *Every item in it got to the store by truck!* Trucks keep our American abundance within the reach of *everyone.*

Walter P. Reuther
President,
American Trucking Associations

*Three-fourths of all the food that reaches American homes is processed in some fashion. Only one-fourth arrives there in the form in which it left the farm.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D.C.

D. C. Educ. TV Bill Flunks House Test

THE REQUEST by educators in Washington, D. C., for $400,000 to build and operate a TV station there, a proposal backed by President Eisenhower, has flunked the legislative test in the House. If it can make the passing grade in the Senate, however, educators in the Nation's Capital may have hopes revived.

The appropriation bid was containde in a supplemental D. C. budget submitted late last month [B•T, May 18]. Ten days later the entire sum was chopped out by the House Appropriations Committee. The House last Tuesday passed the supplmental—without the TV station funds.

The D. C. school board is an applicant for uhf Ch. 26, noncommerical educationl TV channel. FCC has not acted, waiting for more information on financing methods and cooperation with other educational groups. Of the total requested, $350,000 was for construction, the remainder for the first year's operation.

Also on the budget scene, the Senate has appointed conferees to consider the Independent Offices Bill which includes appropriations for FCC. The Senate has proposed $300,000 more than the House for the Commission to help solve the TV application processing load.

Educational TV Stopper Passes Ill. Lower House

A BILL to prohibit educational institutions supported by state funds from constructing or operating TV stations was passed by the Illinois House and sent to the State Senate last week.

During debate, charges were made that the U. of Illinois operates a "biased" radio station and would misappropriate state money to develop a TV school. The university seeks vhf Ch. 12 at Urbana-Champaign.

If passed by the state legislature, the measure would prohibit the U. of Illinois and other state institutions wholly or partly supported by state funds from building and operating educational TV outlets. It would not apply to the proposed station of the Chicago Educational Television Assn. on vhf Ch. 11.

Educational TV Group Forms in Schenectady

AN AREA-WIDE Council on Educational Television was formed in Schenectady May 22 to administer educational TV programs over General Electric's WRGB (TV) Schenectady and other TV stations on behalf of educational and cultural organizations in that part of New York State.

The first action of the council, meeting at the invitation of WRGB, was to accept an offer to present a one-hour educational program over the station five days a week, starting in September. It also voted to accept a WRGB proposal to pay $2,500 a year toward the salary of a television producer for two years.

A 17-man board of governors was chosen at the meeting. It will meet Wednesday to select a president, treasurer and secretary.

Albert G. Zink, program manager of WRGB (TV), said the station's offer of time to educational groups was consistent with the position outlined by Robert B. Hanna, GE manager of broadcasting, to the New York Temporary State Commission on the Use of Television for Educational Purposes. According to Mr. Zink, Mr. Hanna testified that the "practicability of obtaining time from commercial stations should be explored before the board of regents be permitted to establish 10 educational television stations."

NOTICE

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UNIVERSAL PUBLICIZERS, INC.
SUITE 307-8 936 NO. MICHIGAN AVENUE
CHICAGO, ILLINOIS

JOHN L. BURROUGHS,
PRESIDENT

WBAL-TV IS
FIRST AGAIN
4 TIMES
MORE POWER
Now, Baltimore's leading television station gives you 105,000 Watt power! Now, you get a bigger audience enjoying better reception!
SOON 316,000 WATTS
WBAL-TV TELEVISION BALTIMORE • NBC IN MARYLAND
Nationally Represented by Edward Petry & Co.

Advertisers

Channing Hadlock, radio-TV dept., Cunningham & Walsh, N.Y., to Quality Bakers of America, that city, as radio-TV account executive.

Henry O. Whiteside, former vice president of Gardner Adv. Co., St. Louis, and member of St. Louis Board of Education, appointed director of internal and external relations and supervisor of advertising for Mercantile Trust Co., St. Louis.

Robert Cole, vice president in charge of N.Y. office and supervisor of international div. at Grant Adv. Inc., to Olin Industries Inc., East Alton, Ill. (firearms, ammunition, fine papers, batteries, etc.), as director of advertising and sales promotion.

Vince Lonergan, announcer at WDGY and WCCO Minneapolis, to public relations dept. of Theodore Hamm Brewing Co., St. Paul, Minn.

Agencies

Bryan Houston has been elected president of Sherman & Marquette, Inc., N.Y.

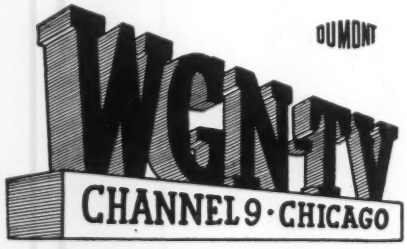
It's Results that Count...

Recently, an advertising agency wrote WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show that we have utilized. This is all the more remarkable in that the prices quoted by you were virtually double the prices that had been used on some of the previous programs."

If you want RESULTS in Chicago—(and who doesn't)—make WGN-TV your best buy in television.

(P.S. The agency was talking about WGN-TV's "Your Figure, Ladies" program)



The Chicago Tribune Television Station

William R. Hesse, account supervisor, BBDO, N. Y., for Bon Ami Co., American Radiator, Crosley Div. of, of Avco, and D. L. Clark Candy Co. accounts, elected vice president.

Hugo C. R. Vogel, director of international div., Grant Adv. Inc., appointed vice president in charge of N.Y. office.

Arthur J. Daly, DuMont TV network sales department, to D'Arcy Adv., N. Y., as business manager of radio and television department. He will be responsible for agency's time buying and will work with **Paul A. Louis,** vice president and director of radio and television.

Catherine Parker, media director and vice president, Lennen & Newell, N.Y., has resigned.

Benjamin Finkelstein, president of Flint Advertising Associates, N. Y., will close offices June 1 to join Paul Lefton, Phila., as a vice president.

Sam Bushman, head of own publicity and promotion firm in Phila., to Yardis Advertising Co., Phila.

Richard H. Krecker, Al Paul Lefton Co., Phila., to John Falkner Adv. Agency, Philadelphia, as associate art director.

William Brodsky, assistant manager, promoted to Lit Brothers' Subway advertising manager, Philadelphia.

William Burrill appointed executive Canadian representative of Stuart Bart Inc., N. Y., which has opened offices at 3605 University St., Montreal, and plans to open its Canadia head-office at Toronto.

Robert G. McKown, Brooke, Smith, French & Dorrance Inc., Detroit, and **Frank Egan,** NBC, to D. P. Brother & Co., Detroit and N. Y., as comptroller-office manager and general account executive, respectively.

Edith Macaulay, advertising manager, D'Orsay Perfumes, and **Muriel Kaufman Hill,** Pedlar & Ryan, N. Y., to Kenyon & Eckhardt, N. Y., in copy dept.

Julian V. Pace, TV copy dept., Benton & Bowles, N. Y., to similar dept. at Young & Rubicam, N. Y.

Philip W. Lennen, chairman of board, Lennen & Newell Inc., named to board of directors of Advertising Council.

Harry L. Merrick, vice president of Kal, Ehrlich & Merrick Adv., Wash-

What makes WREC *lead the parade?*

LISTENERS!

What makes the most listeners?

Program superiority . . .
plus operational perfection.

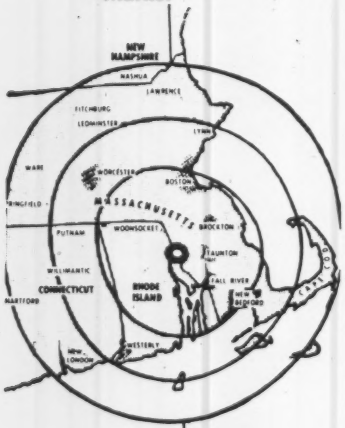
WREC rates are 10% LESS per thousand listeners than in 1946, yet advertisers get the "better half" of both the rural and metropolitan listeners with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Report and Hooper ratings that **prove it!**)

that's why we say

Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.

NOW
NEW POWER
200 kw
NEW COVERAGE
1,016,600 Sets
NEW CHANNEL
Channel 10
Pinpoint Your Persistent Salesman in an *increased* Multi-Million-Dollar Market



WJAR-TV
CHANNEL 10
PROVIDENCE
Represented Nationally by
WEED TELEVISION

ington, elected president of Washington Board of Trade.

Stations

Stan Gordoni, assistant sales manager of WTVJ(TV) Miami, promoted to national sales manager, replacing **Arthur L. Gray,** who goes to WIRK-TV West Palm Beach, Fla., as station manager.

J. D. Hill, WLS Chicago, in sales and merchandising capacity, to WISN Milwaukee, as sales promotion and merchandising manager. **Sheldon Burke,** WCAN Milwaukee, to WISN, as announcer.

William Travis, account executive with WQXR New York, appointed sales manager of WLIB New York.

Mike Shapiro, KDUB-TV Lubbock, Texas, sales director, named assistant manager.

William K. McDaniel, radio spot sales manager, NBC Western Division, transfers to KNBC San Francisco, as sales manager.

George A. Miller Jr., appointed account executive for WSAZ-TV Huntington, W. Va.

Mr. Miller

Mr. McDaniel

Henry C. Rogers appointed business manager of WWJ-AM-FM-TV Detroit.

Ben Harkins, on sales staff of KJR Seattle, named program director of station.

Brian Doherty, formerly program producer of CBC Toronto, named program producer of CHCH-TV Hamilton.

Arnold K. Knippenberg, account executive with KMOX St. Louis, to WTVI(TV) Belleville, Ill., in same capacity.

Wall Matthews, head of Wall Matthews Inc., Baltimore, to WBAL-TV, that city, as account executive.

Ray Hollingsworth, northern California sales trainer for Pet Milk Co., to KEEN San Jose, as account executive.

Bill Keene, newscaster at KFEL-AM-FM-TV Denver, appointed manager of station's news bureau.

Neil Murphy, chief accountant at NBC Chicago, appointed controller of WMAQ and WNBQ(TV) Chicago, succeeding **John Wherheim,** who transfers to KNBH(TV) Los Angeles.

Ralph Neave, merchandising consultant, CBS Radio New York, to KECA-TV Los Angeles as merchandising field representative.

Jacqueline Salisbury, radio copy writer at WSYR Syracuse, promoted to continuity director, succeeding **Dan Casey,** who has resigned.

Ernest E. Rety, WXEL(TV) Cleveland, to WBUF-TV Buffalo, as chief engineer.

David Coates, Ronald Tighe, former news editors for ABC in San Francisco, and **Malcolm Morehouse,** accountant for AFGA Welfare Fund in Europe, to KCBS San Francisco, as engineer, summer replacement in newsroom and assistant auditor, respectively.

Ray Hollis, WGMS Washington, and **Bob Buyea,** General Electric Co., Syracuse, to engineering staff of WSYR Syracuse. **Joel Morenus,** announcer at WOSC Fulton, N. Y., and **Elaine Kendall** to announcing staff and accounting dept., respectively, of WSYR.

Dow Ault appointed TV floor director for WSUN-TV St. Petersburg, Fla.

Bob Heiss, WTMJ Milwaukee announcer, named WTMJ-AM-TV sports director.

Joe Diehl appointed sports supervisor of WBBM-AM-TV Chicago news dept.

Nancy Lee Terry, formerly with WGAR and WTAM Cleveland, to WMAQ and WNBQ(TV) Chicago as station's first woman announcer.

Ellis Marvin, KXLK Great Falls, Mont., to KSTT Davenport, Iowa, as all-night disc jockey.

Sid Nadler, former film director of WXEL(TV) Cleveland, to WSRS Cleveland, as disc jockey.

Mary Lou Kelley, publicity assistant

CORONATION TELECASTS

seen on
CBS-TV
ABC-TV
CBC-TV (Canada)

were made IN ENGLAND with

GPL VIDEO RECORDERS
and
Rapid FILM PROCESSORS

This equipment was shipped to London, by the networks, just for this one program to insure top picture quality and dependability.

General Precision Laboratory, manufacturer of America's finest television equipment, is a subsidiary of General Precision Equipment.

General Precision Equipment
CORPORATION
92 Gold Street, New York City

at WLS Chicago, to WOPA Oak Park, Ill., on continuity, traffic and music staff.

Bill Brant to WJAS Pittsburgh, as disc jockey.

Wally Imes is singing star at KTYL-TV Phoenix.

George Snell, program manager, KEEN San Jose, appointed radio chairman of local Community Chest.

Lawson Demming, WTAM Cleveland, received "Minute Man Oscar" for his and station's support of community-interest projects.

Ruth Crane, director of women's activities at WMAL-AM-TV Washington, elected president of American Newspaper Women's Club.

W. B. Heil, KOMO Seattle, received plaque in Port of Seattle's annual "Anchor" award for excellent coverage of State Legislature news in regard to fishing industry.

Lester E. Cox, president of KWTO Springfield, Mo., and active in other radio-TV properties, received honorary Doctor of Laws degree from Drury College, Springfield. [See OUR RESPECTS, June 1.]

Ruth Crane, WMAL-AM-TV Washington, cited by General Federation of Women's Clubs of Philippines for work in promoting women's club activities.

Jim Hanlon, public relations director for WGN and WGN-TV Chicago, will take part in BMI clinics in Pittsburgh, Detroit and Columbus June 8-10.

M. Wayland Fullington, program director at WIRE Indianapolis, was selected as panel member for theBMI-BAB clinics held in Rochester, N. Y., Philadelphia and Baltimore last week.

Lloyd E. Yoder, general manager, KNBC San Francisco, elected to executive board San Francisco Boy Scout Council.

Mike Georgianni, WSYR Syracuse, married June Stephens, May 23.

John Waidmann, newsman at KXOK St. Louis, married Jane Manard, June 6.

Networks

Stephen Riddleberger, radio and TV budget officer of ABC, appointed assistant to **James Stabile** in administrative management of TV program department. **Karl Gericke,** former program manager of WSOU South Orange, N.J., named to assist **Charles Mortimer** in preparation of promotion pieces and in liaison with sales department and agencies.

Ben Lochridge, advertising manager of Ideal Publishing Co., appointed sales manager of CBS Radio's Detroit office, effective June 1.

Yale Newman named manager of ABC Radio's London news bureau, succeeding **Frederick B. Opper,** who has resigned to join Radio Free Europe.

Mrs. Marcella Travnicek appointed director of continuity acceptance and literary rights, ABC Central Div., replacing **Bob Savage,** who resigned to join Ruthkrauff and Ryan, Chicago.

William H. Hogg, formerly senior editor of Canadian Broadcasting Corp. central newsroom at Toronto, named chief news editor, succeeding **D. C. McArthur,** appointed executive assistant to management.

Walter L. Emerson, attorney for ABC in Chicago, named legal counsel of NBC Central Div., succeeding **Thomas Compere,** who has resigned following his purchase of T. M. Publishers Inc., Chicago, creators of industrial instructional manuals.

E. R. Borroff, former manager for Westinghouse radio stations, to ABC Central Div.'s radio network sales dept.

Elliott Jacoby, Elsie Mae Emerson and **Jeanne Cagney** to MBS—Don Lee—KHJ-TV Hollywood *Queen For A Day,* as musical director, organist and fashion coordinator, respectively.

David Sarnoff, RCA-NBC board chairman, and NBC were honored by U. of Chicago on its 1,000th *University of Chicago Roundtable* broadcast May 24, for service to "the American ideal of free discussion in the public interest."

John Daly, emcee of CBS-TV's *What's My Line?* and news commentator of ABC, named "TV Father of the Year" by National Father's Day Committee.

Dave Garroway, star of NBC-TV's *Today,* presented with Argosy Cup, by editors of *Argosy* magazine for "his outstanding contribution in furthering the appreciation of sports cars in America."

Seymour Berns, director, CBS-TV *Meet Millie,* father of girl, May 22.

Arthur Hull Hayes, CBS Radio vice-president and general manager of KCBS San Francisco, elected president of Association of Catholic Newsmen, that city.

Frank Paris, assistant director on CBS Radio *Our Miss Brooks,* father of boy, David Michael, May 26.

Manufacturing

Emerson Dickman Jr., for the past several years in the radio-TV distributing business, to Stromberg-Carlson Co., as district merchandiser, handling company realtionships with distributors in New England and New York metropolitan area.

John L. Murray named distribution manager for Capehart-Farnsworth Corp., Fort Wayne, Ind.

Henry A. Berti named resident field engineer in midwest for Stewart-Warner Electric Div. of Stewart-Warner Corp., Chicago.

Isadore Leyden, chief mechanical engineer in charge of design of radio and television receivers for Garod-Majestic, N. Y., to TeleKing Corp., N. Y., in same capacity.

Alex Arnold, controller of Motorola Inc., Chicago, elected to membership in Controllers Institute of America.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

What does an inventor look like?

In 1850, Samuel Kier built a one-barrel "teakettle" refinery in Pittsburgh. There, through his own genius, he first distilled petroleum and became America's pioneer oil refiner. But how times have changed.

Today, a new product is rarely *one* man's creation. The better products get, the harder it is to improve them. Now, many men of many skills must work together in research centers on projects planned long ahead.

For example: two years ago we saw the need for a new kind of motor oil that would fully meet the demands of precision-built, high-compression automobile engines. Among other things, this special oil must flow with full pressure at zero temperature—yet give full protection at 400 degree heat.

One man would never have the skills, time, devices or money to cope with such a complex problem. But at our Brea research center a team of Union Oil engineers solved it. And Union was the first to give the West this better lubricant.

Naturally we're proud to add new Royal Triton 5-20 motor oil to our many firsts. We think this new Union Oil product is one more proof that the best *progress* comes from an economic system that gives the best *incentives*. American *free, competitive enterprise* provides these incentives as no other system ever has.

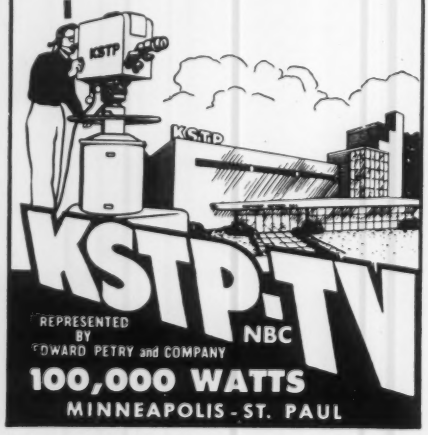
UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

IN THE
Upper Midwest...

Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly



REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

Ralph R. Shields, merchandising supervisor of TV picture tubes, Sylvania Electric Products, Seneca Falls, N. Y., promoted to product sales manager of TV picture tubes.

Raymond W. Meyer, plant manager, Permoflux Corp., Chicago, to Hoffman Radio Corp., L. A., a quality control director, TV Mfg. Div.

Mr. Shields

Mr. Meyer

Services

Ben Kaufman, partner in Kaufman & Schrier, and **Irvin Shriffin,** RKO Radio Pictures, form Kaufman & Shiffrin, public relations firm, 1270 Ave. of the Americas, N. Y.

Esta Marlow, account executive with Steve Hannagan & Assoc., and **Barbara Kling,** assistant to vice president in charge of public relations for Pepsi-Cola Co., form Marlow-Kling, publicity firm, 489 Fifth Ave., N. Y. Telephone: Murray Hill 2-2492.

Arthur C. Nielsen Jr., administrative vice president of A. C. Nielsen Co., elected executive vice president.

Robert S. Windt, account executive at David O. Alber Assoc., N. Y., public relations firm, named vice president in charge of industrial div.

Byrne Litschgi, legislative assistant to **Sen. George Smathers** of Fla., to F. Cleveland Hedrick Jr., law firm, with new offices at 1001 Connecticut Ave., N.W., Washington, D. C.

Representatives

Robert Mandeville named vice president and Western sales manager of Everett-McKinney Inc., N. Y., radio-TV station representatives.

Ralph Judge, formerly sales manager of H. N. Stovin & Co., Toronto, named president of Radio Times Sales (Quebec) Ltd., Montreal, succeeding **James A. Tapp,** who has been appointed manager of CJAD Montreal.

R. F. Tait, manager of World Program Sales Div., All-Canada Radio Facilities Ltd., Toronto, appointed manager of firm's program division.

Jack Hulme appointed sales and service representative of World Program Sales Div. **Pete N. Harricks,** formerly radio-TV director of Vickers & Benson Ltd., Toronto, named account executive for All-Canada's Station Time Div.

Tom Boise, account executive, KNBC San Francisco, to Free & Peters Inc., that city, as radio manager.

Herbert C. Watson, Edward Petry & Co., N. Y., to Avery-Knodel Inc., radio-TV station representatives, that city, as an account executive in radio dept.

John Coy moves from Chicago office to head San Francisco office of Bolling Co., radio station representative firm. Mr. Coy and Patricia Lawler were married, May 23.

Program Services

Joseph F. Hards, vice president A-V Tape Libraries, elected president pro-tem of Magnetic Recording Industry Assn., now being organized by group of tape recording firms.

Bill Stewart named head of United Press-Movietone TV Bureau, Hollywood, succeeding **George Miller,** who resigned to join KTYL-TV Phoenix, as news and special events director.

Bill Lewis, vice president of Volcano Productions Inc., Hollywood, producers of ABC-TV *Ozzie and Harriet*, has resigned.

Anne Fulchino promoted to assistant sales promotion manager, Columbia Records Inc.

Gerald E. Deakin, former personal representative for **James Melton,** singing star, appointed manager of serious and concert div., ASCAP.

Trade Associations

Leland A. Phillips, manager of Grand Central Market, elected president of Advertising Club of Los Angeles, effective July 1. He succeeds **William O. Kyte,** local advertising manager of General Electric Corp.

Jeanne Gray, Hollywood radio-TV actress and head of Virgonian Productions, elected president of L. A. chapter of American Women in Radio and TV.

STRATEGIC BILLBOARD

WHEN travelers arrive at Cleveland's municipal airport, they are greeted with the WGAR billboard, strategically located at the only exit. The sign shows Bill Mayor, WGAR's "Mayor of the Morning," greeting visitors with the WGAR key to the city.

HAVE A PIE

WNBT(TV) New York sent agencies and advertisers a pie plate on which was inscribed a recipe for apple pie by station personality Josephine McCarthy. An accompanying note said that Miss McCarthy would bake a pie "to your order as a gift from us," and suggested a phone call to the station "to get your pie, and the information about TV's best buy."

TV HISTORY

STUDENTS in radio and TV courses offered by Columbia U.'s School of General Studies, in cooperation with NBC, presented a complete network telecast on NBC-TV's *American Inventory program*, May 24, 2-2:30 p.m. EDT. Titled *The Road to Television*, the program surveyed the forerunners of television from the time of Leonardo da Vinci to Louis Daguerre, Alexander Graham Bell, Thomas Edison and Lee De Forest. Writing, production and directorial assignments were handled exclusively by students.

SUMMER SOUP 'N SALADS

SOUP 'n salads, soup 'n sandwiches will be spotlighted this summer in a joint promotion campaign by Campbell Soup Co. and Kraft Foods Co. In a warm-weather appeal to consumers, the promotion will emphasize "quick, easy meals" requiring less time in the kitchen.

PARTY FOR MAYORS

WOR N. Y., held a party for the mayors of more than 90 communities in its broadcast area, commemorating its *Mayors of the Week* program, which has been carried on the station for the past year and a half. WOR broadcast two 15-minute shows from the party at 3:30 and 4:30 p.m., with Patt Barnes as emcee.

'SUPER HOMBRE'

AT WWRL Woodside, L.I., it's not "Superman" but "Superhombre". Last week WWRL began broadcasting "Superman" in Spanish, Monday through Friday, 6-6:15 p.m., under the sponsorship of Valencia Bakeries, N. Y. According to Jose de la Vega, producer of WWRL's Spanish-language programs, "Superman" is the first children's serial in Spanish to be broadcast in the U.S.

WTTG (TV) Washington, in joint-promotional tie-up with movie theatres, shows clips of coming theatre attractions on its weekly "Hollywood Reporter," conducted by Elaine Shepard. In return the theatre plugs the station with a lobby display featuring the TV show, such as the one viewed above by Jerry Baker (l), manager, RKO Keith Theatre, Washington, and Walter Compton, general manager, WTTG.

UNITED JEWISH APPEAL

IN A salute to the United Jewish Appeal, WDTV(TV) Pittsburgh carried a special program titled *Three Lives*. Produced in Hollywood, the filmed program starred Jane Wyman, Charlton Heston, Randolph Scott and Arthur Franz. During the past 15 years the United Jewish Appeal is reported to have saved and aided more than two million persons. The WDTV program was aired from 1-1:30 p.m., May 31.

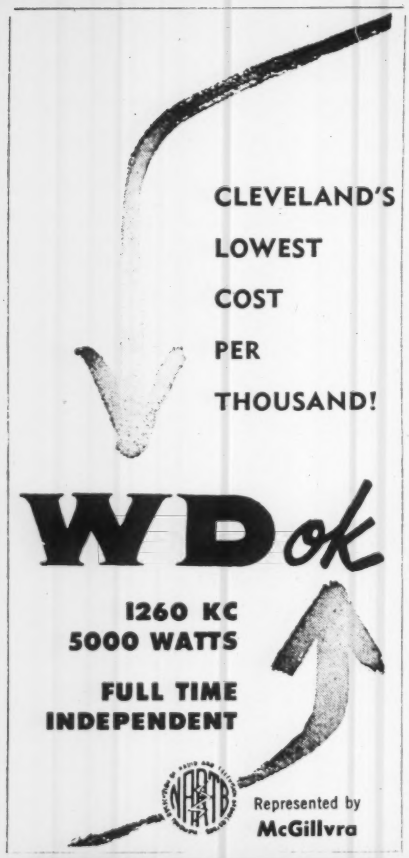
DRIVE-INS SPONSOR SHOW

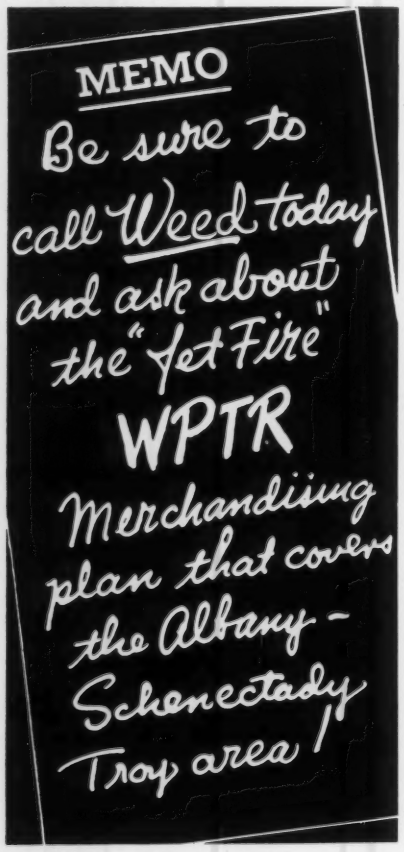
FIVE Philadelphia area drive-in movie theaters have joined together to sponsor a daily late afternoon program on WIP Philadelphia. Titled *Music From the Movies*, the program is aired at 5:15 and is slanted toward people listening to car radios while driving home from work and women listening to kitchen radios while preparing dinner. "This timing is intended to crystalze plans for the evening among listeners—steering them towards the drive-ins."

FIRST
in the Heart of the Rapidly Growing Mountain West
Experience!
Commercial Telecasting since April, 1948
- First TV station between the Mississippi River and the West Coast.
- 13th TV station in the entire United States.
- First in showmanship.
- First in sales results.

The area served by
KDYL-TV
has a current effective buying income of
$1,088,171,000*
Coverage in 4 states!

KDYL-TV
CHANNEL 4 • NBC AFFILIATE
Salt Lake City, Utah
National Representative: Blair-TV, Inc.
*Based on 1953 figures. Source on request.




MEMO
Be sure to call Weed today and ask about the "Jet Fire"
WPTR
Merchandising plan that covers the Albany - Schenectady Troy area!

FAN MAIL

RECENTLY the Reichart Furniture Co. of Wheeling, W. Va., a WWVA Wheeling advertiser, received a shipment of curtains from the New England area. Written on one of the packages of curtains was the following message: "We listen to the WWVA Jamboree every week, and think it's swell. . . ." The 20-year-old program is now broadcast over CBS as a feature on *Saturday Night —Country Style*.

BLOOD TEST PROGRAM

IN COOPERATION with the New York City Dept. of Health, WLIB New York is broadcasting information on the Dept.'s blood test program being conducted in upper Manhattan as part of an overall effort to stamp out venereal diseases in New York. Continuing through June 19, WLIB will present interviews with persons tested and spot announcements on the value of the blood test program.

ENGINEERING HISTORY

THE STORY OF engineering and engineers is being presented dramatically over WEEI Boston, Sundays at 1:00 p.m. Under the general title of *Romance of Engineering*, the series traces the history of engineering from earliest times. Developed in cooperation with the Mass. Society of Professional Engineers, the programs started May 1 and continue through August 16.

STATION REUNION

A LUNCHEON was given for past and present staff members of WRBL Columbus, Ga., as a part of its 25th anniversary of broadcasting. During the morning of the celebration, WRBL aired programs that were popular in 1928, the station's first year on the air. Original cast members and musicians were on hand to conduct these shows. The station reports that past members came from all parts of the country to participate in the festivities. The week of May 10 through May 16 was proclaimed "WRBL Week" by the mayor of Columbus.

MAPS OF LONDON

DECORATIVE colored maps of London arrived three weeks ago on desks of New York radio editors. They were souvenirs sent by Emily Kimbrough, whose Monday-Friday afternoon program on WCBS New York was broadcast live from London two weeks ago.

BROADWAY BOUND

AN ORIGINAL TV play, "The Chess Game," written for *Kraft Television Theatre* last February, is headed for a Broadway stage run, to be produced by John Golden. Robert H. Lindsay, author of the TV play, is now adapting it with Edmund Rice, script editor of *Kraft TV Theatre*, for the stage version.

YOUNG FOLKS ON THEIR OWN

KRLC Lewiston, Idaho, began working with the Radio Forensic Club of the Lewiston High School a year and a half ago, helping the group to organize, produce, record and sell their own half-hour program once a week to local sponsors. The format of the show included high school news concerning sports, social activities, and plays. The program also featured discussions, skits and local musical talent. From the proceeds the young people were able to buy their own recording equipment, and after six months KRLC put them on their own to produce their own show at the high school and sell it to local sponsors. For over a year, they have aired the show, once a week, and sponsored every time.

PROMINENT DEE JAYS

FORMER Governor of North Carolina W. Kerr Scott turned disc jockey for an hour and a half over WTIK Durham, as guest disc jockey on Charlie Cash's *Cat Rat Race* while Mr. Cash was on vacation. Other guests handling the jazz program during Mr. Cash's absence included a city councilwoman, mayor pro-tem, county manager, publicity and agency directors and an assistant basketball coach.

'GLAMORAMA'

PUBLIC service is combined with merchandising promotion in a new project announced last week by WOV New York. Called "Glamorama," it will present fashion shows and beauty clinics on behalf of charitable groups in the New York area, and at the same time help promote WOV-sponsored products with demonstrations at the affairs. "Glamorama" is the first formal project of WOV's newly created Community Services Div. which is under the direction of Hazel Sharper. She resigned as city sales manager of Avon Products to assume the new post.

LADIES PICK TALENT

NBC-TV *Ladies Choice*, new daily daytime variety program, features talent selected by women's clubs throughout the country and presented by club representatives. A "mystery spinning picture" of a celebrity is identified through phone calls to viewers in different sections of the country. The program is packaged and produced by Wilbur Stark and Jerry Dayton. Singing emcee is Johnny Dugan.

POLO REMOTE TELECAST

KGMB-TV Honolulu's first remote telecast of Inter-Island Polo Matches from Waikiki reportedly created quite a stir. Dashing Peter Perkins, internationally famous 8-goaler polo player, was so camera conscious that he flubbed several shots according to KGMB. Aloha-Murphy Motors sponsored the match.

SERVIETTES FOR CAFES

CFCL Timmins, Ont., is distributing free to Timmins cafes and restaurants white serviettes with promotion about CFCL and CFCL programs.

CONCERT AND AUCTION

WPTX Lexington Park, Md., had the privilege of broadcasting the hour-and-a-half-long concert held at the Naval Air Test Center, Patuxent River, Md., which was attended by many notables. Among those present were Vice President and Mrs. Nixon, Sen. Styles Bridges, Sen. Joseph McCarthy, Speaker Joseph Martin and Gene Hersholt, of Dr. Christian fame, who was emcee for the entire program. Lee Bowman auctioned off many personal items of the V.I.P.'s who attended, raising over $5,000 for the St. Mary's County Hospital Building Fund.

BINAURAL PROGRAM SERIES

KDKA Pittsburgh has introduced a series of special programs featuring binaural sound, which is designed to give listeners the distinct impression of being at the point of origination. KDKA technicians installed special equipment to provide AM and FM simultaneously. To receive binaural sound, the listener is supposed to place and AM and FM radio about 10 feet apart, and both about 10 feet from himself. The series is sponsored by Duquesne Brewing Co., through Walker & Downing, as the regular Tuesday program of its Monday through Friday schedule at 6:30 p.m.

ARTHUR C. KAUFMANN (l), executive head of Gimbel Bros., Philadelphia, and Benedict Gimbel Jr., WIP Philadelphia president and general manager, play host to more than 5,000 children at the 39th annual Gimbel Day at the circus. The late Ellis A. Gimbel Jr. formerly hosted the traditional day.

Crosley Joint Promotion With Newspapers Pays Off

JOINT promotion venture by Crosley Broadcasting Corp.'s three TV stations—WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus—and 53 newspapers in the stations' coverage area resulted in publicity for both stations and newspapers during a recent contest among TV viewers for program preferences.

Crosley invited participation by the editors by persuading each one to conduct a contest in his own newspaper on his readers' preference among Crosley video stars, with the best ideas to be incorporated into an all-star variety TV show on the stations at the end of the contest.

In return Crosley mentioned the names of the newspapers on its TV announcements promoting the contest, and arranged interviews for some of the editors on television. The newspapers, according to Crosley, had a combined circulation of 650,000. First prize to the viewer with the best programming idea was a 21-inch TV set.

Crosley employed a former New York showgirl, Brenda Hollis, to visit each editor, take his picture and arrange for TV interviews. Miss Hollis and other Crosley TV stars then interviewed the editors.

WSAZ-TV
HUNTINGTON • CHARLESTON
reasons
1
You can SELL this rich . . . growing . . . prosperous market with only ONE TV Station . . . . The Only TV Station in this vast market . . . .
2
Exclusively covered . . . in 103 Counties of West Virginia, Ohio, Kentucky and Virginia. Set Sales in WSAZ-TV's coverage area . . . . 200,432 (RTMA Figures).
why
3
Your products will receive a fine reception with the excellent promotion and sales-wise departments of WSAZ-TV at your service . . . INVEST your advertising budget where your return is assured.
WSAZ-TV
channel
WSAZ-TV
100,000 watts
HUNTINGTON, WEST VIRGINIA
represented by THE KATZ AGENCY.

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

wan'na buy an-*island?*
FOR SALE
WTHI
CBS · TERRE HAUTE, IND.
PROBABLY YOU DON'T !
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold.. MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

AWARDS

WHIM, KING, MBS, WCPO-TV WIN SLOAN SAFETY AWARDS

ANNUAL Alfred P. Sloan radio-TV awards for highway safety were presented May 26 to WHIM Providence, R. I.; KING Seattle; the Mutual Network, and WCPO-TV Cincinnati for their sustaining support of highway safety during 1952, as well as to four sponsors for their support on commercial broadcasts.

The awards, administered by the National Safety Council, were presented by Alfred P. Sloan, Jr., founder and president of the Sloan Foundation and chairman of the board of General Motors, at a dinner at the Plaza Hotel, New York.

Among the commercial awards winners, DeSoto-Plymouth Dealers of America, sponsors of the *Groucho Marx Show* on NBC-TV, won top honors in the TV network commercial category for a planned program that features NSC slogans on 48 programs during the year; Standard Oil Co. (Ind.) took the award for "the variety, quality and effectiveness of its safety program in 27 cities," especially the safety reminders made on "each of 8,424 newscasts"; Dittman Motors, Reading, Pa., was winner in the up-to-1 kw radio station commercial classification for its quarter-hour *Music for Motoring* on WEEU Reading, and Preferred Insurance Exchange, Seattle, won the award in the regional radio commercial group for sponsoring *Could This Be You?* on KVI Seattle and for cooperating with KVI in making tapes of the program available to other northwest stations.

In addition to the commercial and sustaining awards winners, the U. of Tennessee's WUOT (FM) Knoxville won the noncommercial educational station award for creating and releasing 15 quarter-hour programs to 15 stations, 13 quarter-hour programs to 11 stations, and six quarter-hour programs on water safety to 10 stations, plus its year-round general emphasis on safety.

There were no awards in the TV network sustaining classification and the TV station commercial category.

Harold E. Fellows, NARTB president and W. S. S. Rodgers, chairman of the board of trustees of the National Safety Council and former chairman of The Texas Co., spoke briefly at the awards dinner, which also featured an hour-long revue with special music and choreography. Teleprograms Inc., producer of the Sloan Foundation's *American Inventory* series on NBC-TV, was in charge of production for the dinner program.

In the sustaining awards classifications, Mutual won the radio award for "a splendid all-year-round safety campaign," which included two sustaining programs each Saturday from June 7 through Oct. 24, plus cooperation in making the services of commentators Cedric Foster, Gabriel Heatter and Bill Henry available for the NSC's *Fight for Life* transcriptions, subsequently used on more than 1,200 stations; assistance in urging affiliated stations to stress safety on local shows, and the use of an NSC staff member in a safety feature on the regular *Top Tunes with Trendler* program.

WHIM, winner in the sustaining class for radio stations of 1 kw or less, broadcast 668 five-minute programs in cooperation with the Metropolitan Safety Council during the year, also carrying 1,248 "courtesy of the road" safety shorts, 3,380 other spot announcements on safety, and 1,436 mentions on established programs, NSC pointed out.

KING, winner for the second straight year in the sustaining category for radio stations above 1 kw, was honored for "its original and effective approach to the traffic safety program," with three special projects —KING's *Cautious Kid*, the *Traffic Jamboree*, and *King Mystery Jaywalker*—and a total of more than 520 hours and 6,740 spot announcements devoted to safety during the year.

WCPO-TV, also winning for the second consecutive year, took top honor in the TV sustaining classification "for an extensive campaign in

ATLANTA Gas Light Co. has a winner in its News of the World program on WSB-TV there. The news show recently took third place for television in the Public Utilities Advertising Assn.'s 30th annual Better Copy contest. Discussing the award are (l to r); J. Leonard Reinsch, WSB-TV managing director; Miss Gussie O. Jones, advertising manager, and Rock Taber, president, Atlanta Gas Light Co.

which most of its programs were tied in with safety," including continuation of the *Play It Safe* quiz show and other safety programs it carried in 1951. In all, the station reported 1,116 special safety programs, 7,906 safety spot announcements, and 938 safety mentions on established programs for what the judges called "outstanding" day-by-day coverage.

Seattle Ad-Sales Club Presents Award to KJR

TOP AWARD for national advertising campaigns in the under-$50,000 classification went to KJR Seattle in the sixth annual advertising awards competition sponsored by the Advertising and Sales Club of Seattle. The award was made for the station's direct mail campaign, handled by Alfred Goldblatt Adv.

The awards were presented by Washington Gov. Arthur B. Langlie. Bardahl Mfg. Co. took the top award in the ad club's competition, also winning in the national over-$100,000 classification. While the top award was based on campaigns using three or more media, judges weighed heavily Bardahl's nationwide use of an animated TV commercial. The Bardahl campaign was prepared by Wallace Mackay Co., Seattle.

SIGMA DELTA CHI PRESENTS AWARDS

THE annual Sigma Delta Chi Distinguished Service awards were presented at the 21st annual awards banquet by the national journalism fraternity at Chicago's Conrad Hilton Hotel May 25.

Nearly 500 fraternity members and guests witnessed presentation of bronze medallions and plaques.

Among radio-TV winners, announced last April, were NBC commentator Clifton Utley and Charles and Eugene Jones, NBC's roving reporters-cameramen; WBNS-TV Columbus, Ohio; WMT Cedar Rapids, Iowa, and the four major TV networks.

Mr. Utley and the Jones twins accepted their own awards. WBNS-TV's award was accepted by Richard A. Borel, general manager, and WMT's by William Quarton, general manager. Representing the networks were John H. Norton Jr. for ABC, Gordon Mills for DuMont TV Network, Kenneth Craig for CBS, and Jules Herbuveaus for NBC. Mrs. Helen S. Mark, owner and executive vice president of WMT, was an honored guest.

Mr. Utley was cited for radio newswriting, while the Jones boys were honored for exclusive reportorial and camera work on the Turkish-Russian frontier. WBNS-TV and WMT won recognition for public service shows. The networks received special citations for television coverage of last year's political nominating conventions [B•T, April 13].

JULES HERBUVEAUX (r) assistant general manager of NBC's WNBQ (TV) and WMAQ Chicago, is named "Man of Achievement in the Field of Television" by Chicago Unlimited, and receives a prize and scroll testifying to the honor. Joseph Seifurth, executive director of Chicago Unlimited, presents the award.

Cleveland AM-TV Awards

WGAR and WTAM Cleveland shared top honors in annual *Cleveland Press* local radio poll with WEWS (TV) far ahead in the television rankings. Advertising agencies credited with best commercials, according to poll results, were D'Arcy; Meldrum & Fewsmith; Ketchum, MacLeod & Grove, and Frank B. Sawdon.

WGAR won first in public service (*City Club*), instrumentalist (Henry Pildner) and newscaster (Jim Martin). WTAM won firsts with best program (*Bandwagon*), male vocalist (Johnny Andrews), female vocalist (Jackie Lynn), live music (*Bandwagon*), sportscaster (Jimmy Dudley, also on WERE). WERE was third in radio.

In TV, WEWS (TV) won best program (*Dinner Platter*), best performer (Bob Dale), women's (*Beauty for You*), public service (*Meet Your Schools*), female vocalist (Barbara Page), live music (*Polka Revue*), sportscaster (Jimmy Dudley). WNBK (TV) won firsts in children's (*Charming Children*), male vocalist (Johnny Andrews) and best movies.

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EVEN IN PLYMOUTH IT'S
W·H·E·N

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Plymouth, N. Y., suburb of Syracuse, is only one community in the rich 26 county market that watches WHEN. In fact, WHEN offers exclusive coverage of the important Central New York Market. Rich agriculture and high industrial diversity give this market (more than 2¼ million people) a high stable buying income . . . people that are able to buy your product if they know about it. GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET BY USING WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES
W·H·E·N
TELEVISION
SYRACUSE

CBS
ABC
DUMONT

A MEREDITH STATION

Milestones

◆DON McNEILL's *Breakfast Club* show will celebrate its 20th anniversary on radio with a special simulcast of the program June 23, 9-10 P.M. EDT, over the ABC radio and TV networks. Toni Co. and Philco Corp. jointly will sponsor the telecast portion of the anniversary simulcast, with Toni presenting the 9-9:15 A.M. segment and Philco the remainder of the program.

◆EIGHTEENTH anniversary of *America's Town Meeting of the Air*, the oldest continuous discussion program on ABC radio (Tuesday, 9-9:45 p.m. EDT), was celebrated during the May 26 broadcast. Originated in 1935 by George V. Denny, Jr., *Town Meeting* is a two-time Peabody Award winner, and is the recipient of more than 50 other national awards and citations, network spokesmen said.

◆DESCRIBED as "broadcasting's oldest discussion program," the *American Forum of the Air* (NBC radio, Sun., 2:30-3 P.M. EDT) celebrated its 25th anniversary yesterday (Sun.). Founded by Theodore Granik, who has served continuously as its moderator, the show has been simulcast on NBC-TV since May 1949.

AN ANNIVERSARY party last month marked the eighth year of WPEN-AM-FM Philadelphia's "950 Club." Guests-of-honor were Ed Hurst and Joe Grady, disc jockeys on the program.

FOR THE RECORD

ACTIONS OF THE FCC

May 27 through June 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

New TV Stations . . .

Decisions

PHOENIX, Arizona—Maricopa Broadcasters Inc. (KOOL). Granted vhf Ch. 10 (192-198 mc), sharing time with KOY; ERP 316 kw visual, 160 kw aural; antenna height above average terrain 1,270 ft., above ground 174 ft. Estimated construction cost $389,869, first year operating cost $160,000, revenue $175,000. Post Office address: Adams Hotel, Phoenix, Studio location: 837 N. 1st Ave. Transmitter location: Salt River Mt. 7 mi. S. of Phoenix. Geographic coordinates 33° 20' 49" N. Lat., 112° 03' 19" W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting Engineer E. C. Page, Washington. Principals include President **Gene O. Autry** (85%), Vice President **Frank Beer** (5%), Secretary-Treasurer **Charles H. Garland** (5%), Asst. Secretary **Thomas Chauncey** (5%). Share-time agreement specifies alternate weekly operation between time periods 6 a.m.-6 p.m. and 6 p.m.-6 a.m. Granted May 27.

PHOENIX, Ariz.—KOY Bestg. Co. (KOY). Granted vhf Ch. 10 (192-198 mc), sharing time with KOOL; ERP 316 kw visual, 160 aural; antenna height above average terrain 1270 ft. Estimated construction cost $277,147, first year operating cost $145,988, revenue $157,768, Post Office address: Box 2671, Phoenix, Ariz. Studio location 837 N. 1st Ave. Transmitter location: Salt River Mtn., 7 mi. S. of Phoenix. Geographic coordinates: 33° 20' 49" N. Lat., 112° 03' 19" W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer E. C. Page, Washington. Principals include President **John L. Hogg** (20%), Vice President **Albert D. Johnson** (20%), Vice President **Glenn Snyder** (20%), Treasurer **George R. Cook** (20%) and Secretary **John R. Williams** (20%). Share-time agreement specifies alternate weekly operation between time periods 6 a.m.-6 p.m. and 6 p.m.-6 a.m. Granted May 27.

STAMFORD, Conn. — Stamford-Norwalk Television Corp. Granted uhf Ch. 27 (548-554 mc); ERP 19.487 kw visual, 11.034 kw aural; antenna height above average terrain 240.57 ft., above ground 374.44 ft. Estimated construction cost $156,937, first year operating cost $150,000, revenue $75,000. Post office address Washington Loan & Trust Bldg., Washington. Studio and transmitter location 1 Bank St., Stamford. Geographic coordinates 41° 03' 10.1" N. Lat., 73° 32' 27.1" W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Prentiss M. Brown** (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President **Vincent M. Gaughan** (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%), Washington attorney. City priority status: Gr. B-1, No. 37. Granted May 27.

Applications

WILMINGTON, Del.—Delaware Bestg. Co. (WILM), uhf Ch. 83 (884-890 mc); ERP 13.2 kw visual, 7.1 kw aural; antenna height above average terrain 425 ft., above ground 406 ft. Estimated construction cost $304,730, first year operating cost $180,000, revenue $200,000. Post office address 920 King St. Studio location 920 King St. Transmitter location adjacent to Bayard Blvd. near Rockmanor Golf Course. Geographic coordinates 39° 46' 6.5" N. Lat., 75° 32' 20.6" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Ewing B. Hawkins** (60%), program producer, and **W. W. Hawkins Jr.** (40%), drama critic of *N. Y. World-Telegram*. Filed May 28.

SAVANNAH, Ga.—Board of Public Education, city of Savannah and County of Chatham, noncommercial educational vhf Ch. 9 (185-192 mc); ERP 15.64 kw visual, 7.73 kw aural; antenna height above average terrain 273 ft., above ground 269 ft. Estimated construction cost $182,720, first year operating cost $71,500. Post office address 208 Bull St., Savannah. Studio location Savannah High School. Transmitter location 4 E. Bryan St., Savannah. Geographic coordinates 32° 4' 48" N. Lat., 81° 5' 29" W. Long. Transmitter RCA, antenna FTL. Consulting engineer Kyle E. Goodman, Savannah. Filed May 25.

CHAMPAIGN-URBANA, Ill.—U. of Ill.

It's Happening in NEW HAVEN

ON WNHC

More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly *eight years* of uninterrupted broadcasting! Let WNHC teach *YOUR* advertising dollars more sense.

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

(WILL, WIUC), noncommercial educational vhf Ch. 12° (204-210 mc); ERP 18.6 kw visual, 10 kw aural; antenna height above average terrain 161 ft., above ground 153.5 ft. Estimated construction cost $291,000, first year operating cost $70,700. Post office address Urbana. Studio and transmitter location Memorial Stadium, Champaign. Geographic coordinates 40° 5′ 55″ N. Lat., 88° 14′ 14″ W. Long. Transmitter GE, antenna Federal. Legal counsel Landis, Taylor & Scoll, New York. Consulting engineer Jansky & Bailey, Washington. Filed May 28.

Birmingham, Ala.—Birmingham Area Educational Television Assn. Inc., noncommercial educational vhf Ch. 10 (192-198 mc), ERP 28.06 kw visual and 14.05 kw aural, antenna height above average terrain 532 ft., above ground 187 ft.; estimated construction cost $32,980, first year operating cost $48,000. Post office address 2015 7th Ave. North. Studio and transmitter location top of Red Mt. at site of WBRC-TV. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Frank H. McIntosh, Washington. Storer Bcstg. Co.'s WBRC-TV is giving transmitter, former tower and equipment totaling $120,000. WAFM-TV is giving use of studio facilities. Filed June 1.

WBBM-TV Chicago—CBS. Pursuant to Court of Appeals Ruling in litigation involving CBS and Zenith over use of vhf Ch. 2, requests STA for Ch. 2 with ERP of 100 kw visual, antenna height above average terrain 654 ft. Estimated cost $330,250. Filed May 27.

Chicago—Zenith Radio Corp. Pursuant to Court of Appeals ruling in litigation involving CBS and Zenith over use of vhf Ch. 2, requests STA for Ch. 2 with ERP 100 kw visual. Would use facilities of test station KS2XBS, Zenith said, which could be put on air with 5 kw within one hour of grant at no additional cost. For $90,000, station could be boosted to 100 kw. Cost of permanent station installation would be $634,500 with annual operating cost $2,400,000 and revenue $3,100,000. Filed May 27.

Lawrence, Kan.—U. of Kansas (KFKU), noncommercial educational vhf Ch. 11 (198-204 mc); ERP 55.4 kw visual and 33.2 kw aural; antenna height above average terrain 610 ft., above ground 507 ft.; estimated construction cost $249,595, first year operating cost $100,000. Post office address R. Edwin Browne, Direction of Radio-TV, U. of Kansas. Studio location on campus. Transmitter location 0.6 mi. N. of 23d St. on Ottawa Rd. Geographic coordinates 38° 57′ 18″ N. Lat., 95° 15′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer John B. Heffelfinger, Kansas City, Mo. Filed June 1.

Boston, Mass.—WGBH Educational Foundation (WGBH-FM), noncommercial educational vhf Ch. 2 (54-60 mc); ERP 55 kw visual and 27.5 kw aural; antenna height above average terrain 658 ft., above ground 219 ft.; estimated construction cost $450,000, first year operating cost $200,000. Post office address 100 Franklin St. Studio location Symphony Hall. Transmitter location Great Blue Hill. Geographic coordinates 42° 12′ 45″ N. Lat., 71° 06′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Ernest W. Jennes, Washington. Consulting engineer Jansky & Bailey, Washington. Filed June 1.

Chapel Hill, N. C.—U. of North Carolina (WUNC-FM), noncommercial educational vhf Ch. 4 (66-72 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 903 ft., above ground 933 ft.; estimated construction cost $170,096, first year operating cost $244,200. Post office address Earl Wynn, Communication Center, U. of N. C., Chapel Hill. Studio location on campus. Transmitter location at 300 block of Pittsboro Rd. Geographic coordinates 35° 52′ 49″ N. Lat., 79° 02′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Filed June 1.

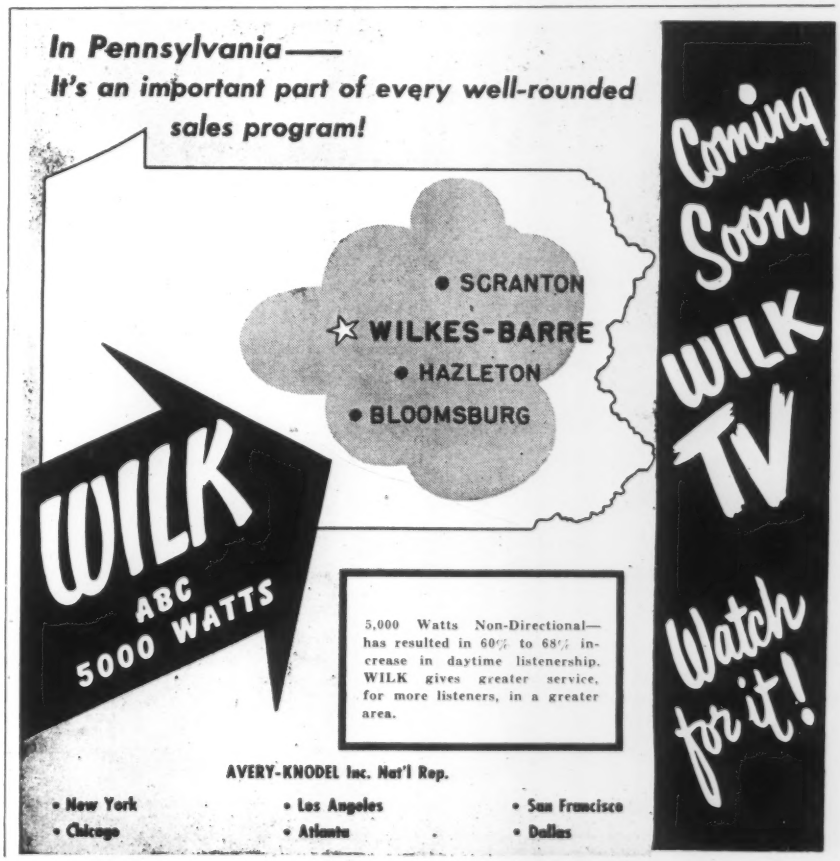
Winston-Salem, N. C.—Community Bcstg. Service Inc. (WAAA), vhf Ch. 12 (204-210 mc); ERP 11.04 kw visual and 5.52 kw aural; antenna height above average terrain 349 ft., above ground 350 ft.; estimated construction cost $168,363, first year operating cost $144,000, revenue $200,000. Post office address WAAA, Atlantic Bldg. Studio location U. S. Highway 311 at east city limits. Transmitter location south edge of city, Beth St. extended. Geographic coordinates 36° 03′ 30″ N. Lat., 80° 15′ 06″ W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Commercial Radio Equipment Co. President and 99% owner of applicant is F. Roger Page Jr. City priority status Group B-3, No. 175. Filed June 1.

Philadelphia, Pa.—Delaware Valley Educational TV Corp., noncommercial educational uhf Ch. 35 (596-602 mc); ERP 156.5 kw visual and 84.4 kw aural; antenna height above average terrain 446 ft., above ground 305 ft.; estimated construction cost $450,000, first year operating cost $250,000. Post office address Walter Biddle Saul, Board of Education, 21st at Parkway. Studio location to be determined. Transmitter location between Ridge Ave. and Roxboro Reservoir, NW of city. Geographic coordinates 40° 03′ 33″ N. Lat., 75° 14′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Saul, Ewing, Remick & Saul, Philadelphia. Consulting engineer George P. Adair Engineering Co., Washington. Filed May 29.

San Juan, P. R.—Dept. of Education of Puerto Rico (WIPR), noncommercial educational vhf Ch. 6 (82-88 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1065 ft., above ground 285 ft.; estimated construction cost $548,715, first year operating cost $250,000. Post office address Mariano Villaronga, Secretary of Education. Studio location Escuelas Metropolitanas, Carpenter Rd. Transmitter location Cerra La Marguesa Mt. Geographic coordinates 18° 16′ 48″ N. Lat., 66° 06′ 36″ W. Long. Transmitter and antenna GE. Legal Counsel Arnold, Fortas & Porter. Consulting engineer A. Earl Cullum Jr., Dallas. Filed June 1.

Providence, R. I.—Board of Education, noncommercial educational uhf Ch. 22 (518-524 mc); ERP 250.2 kw visual and 131.2 kw aural; antenna height above average terrain 406 ft., above ground 340 ft.; estimated construction cost $300,000, first year operating cost $100,000. Post office address Dr. Michael F. Walsh, 205 Benefit St. Studio location Providence Public Library. Transmitter location Neutaconkant Hill on Hwy. 14. Geographic coordinates 41° 48′ 12″ N. Lat., 71° 28′ 24″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Filed June 1.

San Antonio, Tex.—San Antonio Council for Educational TV, noncommercial educational vhf Ch. 9 (186-192 mc); ERP 30.2



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MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write, wire or ask Headley-Reed

WSYR ACUSE
NBC Affiliate
570 KC

kw visual and 18.1 kw aural;; antenna height above average terrain 388 ft., above ground 465 ft.; estimated construction cost $177,000, first year operating cost $30,000. Post office address W. W. Jackson, American Hospital and Life Insurance Bldg. Studio and transmitter location North St. Marys and Villita Sts. Geographic coordinates 29° 25' 20" N. Lat., 98° 29' 22" W. Long. Transmitter and antenna RCA. Legal counsel Norman S. Case, Washington. Consulting engineer Frank H. McIntosh, Washington. Storer's KEYL (TV) offers transmitter and other equipment totaling $80,000. WOAI-TV pledges gift of $10,000 yearly for minimum of five years. Filed May 29.

Madison, Wis.—State of Wisconsin by Gov. Walter J. Kohler, noncommercial educational uhf Ch. 21 (512-518 mc); ERP 0.85 kw visual and 0.415 kw aural; antenna height above average terrain 221 ft., above ground 297 ft.; estimated construction cost $300,000, first year operating cost $50,000. Post office address Vernon W. Thomson, Attorney General, State Capitol. Studio and transmitter location on campus of U. of Wisconsin. Geographic coordinates 43° 04' 34.2" N. Lat., 89° 24' 06" W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel state attorney general. Consulting engineer Glenn Koehler, technical director, Wisconsin State Radio Council. Filed June 1.

MAYAGUEZ, Puerto Rico—Radio Americas Corp. (WORA), vhf Ch. 5 (76-82 mc); ERP 1.86 kw visual, 1.11 kw aural; antenna height above average terrain 1,994 ft., above ground 141 ft. Estimated construction cost $104,403, first year operating cost $80,000, revenue $85,000. Post office address Box 43, Mayaguez. Studio location 1150 Guanajibo Ave. Transmitter location 212 mi. S. of Maricao on Insular Rd. No. 81. Geographic coordinates 18° 9' 2" N. Lat., 66° 59' 20" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. President **Alfredo R. de Arellano Jr.** (93.55%) has extensive sugar cane interests. Filed May 28.

MIDLAND, Tex. — Midessa TV Co., (KSWO-AM-TV Lawton, Okla.), vhf Ch. 2 (54-60 mc); ERP 10.5 kw visual, 5.25 kw aural; antenna height above average terrain 510 ft., above ground 551 ft. Estimated construction cost $230,000, first year operating cost $150,000, revenue $120,000. Post office address Box 1385, Lawton. Studio and transmitter location 3-3/4 mi. E. of Midland, Hwy. 307. Geographic coordinates 32° 0' 15" N. Lat., 101° 59' 30" W. Long. Transmitter and antenna RCA. Legal counsel Lyom, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton. Partners include **R. H. Drewry** (50%), **T. R. Warkentin, J. R. Montgomery** and **R. P. Scott** (15.5% each). Partnership owns 90% of KRHD Duncan. Filed May 25.

SEATTLE, Wash. — U. of Wash., (KUOW-FM), noncommercial educational vhf Ch. 9* (186-192 mc); ERP 25.12 kw visual, 12.5 kw aural; antenna height above average terrain 467 ft., above ground 287 ft. Estimated construction cost $131,566, first year operating cost $183,164. Post office address Seattle 5. Studio location school campus. Transmitter location 1712 Harvard St., Seattle. Geographic coordinates 47° 37' 2" N. Lat., 122° 19' 13" W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenburg, Washington. Consulting engineer unspecified. Filed May 27.

Applications Amended

MERIDIAN, Miss.—Southern TV Corp. Amends bid for vhf Ch. 11 to relocate studio at WMOX Bldg. Filed May 27.

ALLENTOWN, Pa.—Penn-Allen Bcstg. Co. Amends bid for uhf Ch. 67 to change ERP from 101.6 kw visual and 57.5 kw aural to 178 kw visual and 91.8 kw aural; increase antenna height above average terrain from 261 ft.' to 810 ft., and relocate transmitter at .18 mi. NE of Bauer Rock, 3 mi. SSE of Allentown. Filed May 27.

SEATTLE, Wash.—Mt. Ranier Radio & TV Co. Amends bid for vhf Ch. 7 to give control to **Theodore R. Gamble** (43.5% to 87%) and drop three absentee parties. Mr. Gamble is 20% owner of KLZ Denver; with his brother, Joseph E., owns KCMJ Palm Springs, Calif.; is 44% owner of Mt. Hood Radio & TV Co., applicant for TV and licensee of KOIN-AM-FM Portland, Ore. Filed May 27.

Applications Dismissed

RIVERSIDE, Calif.—California Testrs. Returned bid for uhf Ch. 40, citing failure to prosecute. Dismissed May 22.

WINSTON-SALEM, N. C.—Mary Pickford Rogers. At request of attorney, dismissed bid for vhf Ch. 12. Mrs. Rogers becomes 1/3 owner of competing Ch. 12 bid of Triangle Bcstg. Corp. (2/3 owned by WSJS). Dismissed May 27.

Cleveland, Ohio—WGAR Bcstg. Co. (WGAR). At request of attorney, dismissed application for new TV station on uhf Ch. 65. Frees WERE application. Dismissed June 1.

Jacksonville, Fla.—Gulfport Bcstg. Co. (WEAR) Pensacola). At request of attorney, dismissed application for new TV station on uhf Ch. 36. Frees WJHP application. Will prosecute Pensacola vhf Ch. 3 bid. Dismissed June 1.

Pensacola, Fla.—WCOA Inc. (WCOA). Ae request of attorney, dismissed application for vhf Ch. 3, leaving uncontested bid of WEAR. WCOA principals to prosecute WJHP bid for uhf Ch. 36 at Jacksonville. Dismissed June 1.

Existing TV Stations . . .

Decisions

KIVA (TV) Yuma, Ariz.—Valley Telecasting Co. Granted mod. CP change ERP from 29 kw visual and 14.5 kw aural to 29 kw visual and 16 kw aural; antenna 440 ft. Granted May 25.

WMGT (TV) North Adams, Mass.—Grey-

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER— OUR UNIQUE SPECIAL INSURANCE Covering this and related hazards—it's surprisingly INEXPENSIVE

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

lock Bcstg. Co. Granted mod. CP to change ERP from 1 kw visual and 0.5 kw aural to 300 kw visual and 155 kw aural; change transmitter site; antenna 2,060 ft. Granted May 29.

KFOR-TV Lincoln, Neb.—Cornbelt Bcstg. Corp. Granted STA to operate commercially on vhf Ch. 10 for period May 31 to Aug. 18. Granted May 27.

KSWS-TV Roswell, N. M.—John A. Barnett. Granted STA operate commercially on vhf Ch. 8 for period June 3 to Nov. 27. Granted May 27.

WEWS (TV) Cleveland, Ohio—Scripps-Howard Radio Inc. Granted CP to change ERP from 16 kw visual and 8 kw aural to 83 kw visual and 47 kw aural; antenna 1,020 ft. Granted May 28.

WCHA Chambersburg, Pa.—Chambersburg Bcstg. Co. Granted mod. CP change ERP from 105 kw visual and 55 kw aural to 93 kw visual and 47 kw aural; antenna 1310 ft. Granted May 25.

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted mod. CP to change ERP from 23 kw visual and 11.5 kw aural to 13 kw visual and 6.5 kw aural; antenna 1,270 ft. Granted May 29.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. Granted mod. CP to change ERP from 250 kw visual and 130 kw aural to 170 kw visual and 87 kw aural; antenna 1010 ft.

KUHT (TV) Houston, Tex.—U. of Houston. Granted STA to operate educational station on vhf Ch. 8 for period May 25 to Nov. 30. Granted May 22.

KRON-TV San Francisco—Chronicle Pub. Co. Granted ERP change on vhf Ch. 4 from 14.5 kw visual and 7.7 kw aural to 50 kw visual and 25 kw aural. Granted May 22.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. Granted transmitter relocation on vhf Ch. 3 to 0.35 mi. N. of Ill. Hwy. 47, White Heath, Ill. Geographic coordinates 40° 5' 27" N. Lat., 88° 30' 58" W. Long. Granted May 19.

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. Granted special temporary authority to locate transmitter and studio at Creve Couer, site of WTVH-AM, 3 mi. from Peoria, until Aug. 17. Granted May 27.

KOAM-TV Pittsburg, Kan.—Granted ERP change on vhf Ch. 7 from 105 kw visual and 53 kw aural to 98 kw visual and 49 kw aural. Granted May 19.

KCEN-TV Temple, Tex.—Bell Pub. Co. Granted ERP boost on vhf Ch. 6 from 13 kw visual and 6.5 kw aural to 100 kw visual and 50 kw aural. Granted May 19.

KCMC-TV Texarkana, Tex.—KCMC Inc. Granted ERP change on vhf Ch. 6 from 18.5 kw visual and 9.4 kw aural to 28 kw visual and 15 kw aural. Granted May 22.

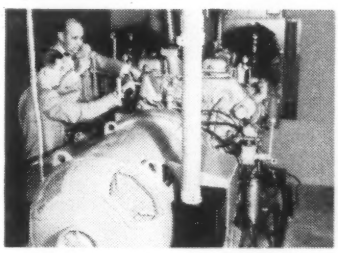
Station Deleted

WTVS (TV) Gadsden, Ala.—Jacob A. Newborn Jr. At request of applicant, FCC deleted CP for new commercial TV station on uhf Ch. 21. Deleted June 1.

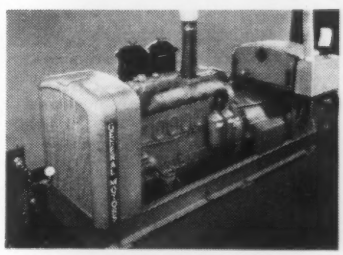
Applications

KOMU-TV Columbia, Mo.—U. of Mis-

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

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souri. Mod. CP for new commercial TV station to change ERP from 205 kw visual and 105 kw aural to 316 kw visual and 162.19 kw aural; change studio location to transmitter site at U. of Missouri South Farm, 6 mi. SE of Columbia; make equipment changes. Filed June 1.

WBNS-TV Columbus, Ohio—Dispatch Printing Co. Mod. CP to change ERP from 93 kw visual and 56 kw aural to 221.35 kw visual and 132.75 kw aural. Antenna 451 ft. Filed June 1.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. Amended application for power boost to change ERP specified from 245.164 kw visual and 127.589 kw aural to 254.563 kw visual and 132.469 kw aural; make antenna and equipment changes. Antenna height 701 ft. Filed June 2.

WGAL-TV Lancaster, Pa.—WGAL Inc. Application for vhf Ch. 8 is amended to submit up-to-date information on corporate and financial structure. Filed June 2.

KFSD-TV San Diego, Calif.—Airfan Radio Corp. Requests studio relocation to undetermined site and change of transmitter site to Mt. Soledad, 9.5 mi. from San Diego. Assigned vhf Ch. 10. Filed May 27.

KNOE-TV Monroe, La.—James A. Noe. Requests studio relocation at transmitter site; ERP increase from 175 kw visual and 88 kw aural to 230 kw visual and 115 kw aural. Assigned vhf Ch. 8. Filed May 27.

KZTV (TV) Reno, Nev.—Nev. Radio-TV Inc. Requests ERP change on vhf Ch. 8 from 3 kw visual and 1.5 kw aural to 2.7 kw visual and 1.4 kw aural; relocation of studio-transmitter to 770 E. 5th St. Geographic coordinates 39° 31' 58" N. Lat., 119° 48' 11" W. Long. Antenna height above average terrain, minus 517 ft. Filed May 27.

KSL-TV Salt Lake City—Radio Service Corp. Requests ERP boost on vhf Ch. 5 from 0.002 kw visual and 0.001 kw aural to 29.5 kw visual and 17.7 kw aural. Antenna height 4,046 ft. Filed May 27.

New AM Stations . . .

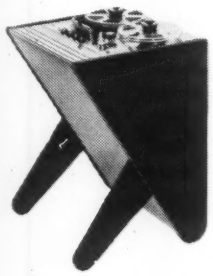
Decisions

PERRY, Fla.—Palatka Bcstg. Co. (WWPF Palatka), 1220 kc, 250 w daytime. Estimated construction cost $9,300, first year operating cost $24,000, first year revenues $30,000. PO address Box 86, Palatka. Granted May 27.

HODGENVILLE, Ky.—Lincoln Memorial Bcstg. Co., 1320 kc, 1 kw daytime. Estimated construction cost $16,430, first year operating cost $31,250, first year revenues $40,000. PO address Hodgenville. **Thomas Stearman** (74.4%) is Campbellsville, Ky., auto dealer. Granted May 27.

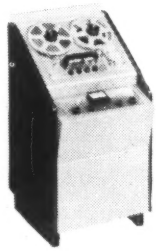
MILLVILLE, N. J.—Union Lake Bcstrs. Inc., 1440 kc, 1 kw daytime. Estimated construction cost $17,225, first year operating cost $38,000, first year revenues $52,000. PO address c/o Harry Daly, 613 15th St. NW, Washington. President **John Price** (40%) is partner in Gautney, Ray & Price, Washington consulting engineers. **George Gautney** of the firm holds 10%. **John H. Norris** (40%) is manager of WGCB Red Lion, Pa., and **Harry Daly** (10%) is radio lawyer and 28% stockholder in WOKE Oak Ridge, Tenn. Granted May 27.

For automatic programming it's AMPEX

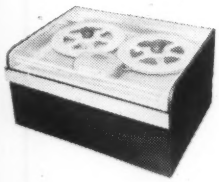


AMPEX Model 350 Tape Reproducer was designed especially for playback purposes without the ability to record. Full remote operation is afforded through push-button control of 3-motor tape transport.

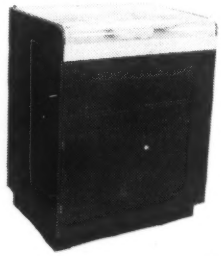
AMPEX Model 350 Recorder-Reproducer console carries top-plate at 30° angle from horizontal, permitting extra easy operation. Two-speed recorder is available for 3¾ and 7½ ips; or 7½ and 15 ips.



AMPEX Model 450 Continuous Tape Player reproduces more than 8 hours of program material from a single tape. With this equipment, smaller stations can use the highest quality transcription service without the help of a full time expert program director.



AMPEX Model 450 Console Continuous Tape Reproducer makes it possible to broadcast automatically an entire day's programming of music and announcements. By use of a recorded 25-cycle sub-audible tone the music machine can be stopped and a second machine cut in, carrying a local announcement.



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Applications

NEOSHO, Mo. — Ozarks Playground Bcstrs., 1390 kc, 500 w daytime. Estimated construction cost $19,900, first year operating cost $25,000, first year revenue $40,000. PO address Court House, Russellville, Ark. Equal partners **John V. Turner**, Russellville County judge, and **Lawrence Neumeier**, restauranteur. Filed May 25.

New Castle, Ind.—Courier-Times Inc., 930 kc, 500 w daytime. File June 1.

Mansfield, La.—De Soto Bcstg. Corp., 1360 kc, 1 kw daytime. Filed June 2.

Existing AM Stations . . .

Applications

WCNL Near Central City, Ky.—Central City-Greenville Bcstg Co. Petition to reinstate expired CP for new AM station on 1380 kc with 500 w daytime. Filed June 1.

WCRB Waltham, Mass.—Charles River Bcstg. Co. CP change operation from day to unlimited install DA-DN. Assigned 1 kw on 1330 kc. Filed June 1.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Corp. Mod. CP increase power from 500 w to 1 kw on 1290 kc. Filed June 2.

WHYN-FM Holyoke, Mass.—Hampden-Hampshire Corp. Mod. CP to change main studio location to 65 Main St., Springfield.

KTLY Mesa, Ariz.—Harkins Bcstg. Inc. Requests power increase from 1 kw to 5 kw on 1310 kc. Filed May 27.

WAEL Mayaguez, Puerto Rico—Mario Acosta. Requests frequency change from 1400 kc to 600 kc and power boost from 250 w to 1 kw. Filed May 27.

Existing FM Stations . . .

Decision

MANITOU SPRINGS, Colo.—Garden of the Gods Bcstg. Co. Granted mod. of CP to change FM operation from 100.1 mc, ERP 250 w to 104.9 mc, 670 w. Granted May 19.

Station Deletions

WMOX-FM Meridian, Miss. — Birney Imes Jr. Granted cancellation of license and deletion of call letters for 98.5 mc, ERP 3.4 kw. Cancelled May 14.

WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus, all Ohio—Crosley Bcstg. Corp. Granted cancellation of licenses and deletion of call letters for stations operating, respectively, on 101.1 mc, ERP 9 kw; 97.5 mc, ERP 18 kw, and 96.3 mc, ERP 15 kw. Deleted May 14.

WCAE-FM Pittsburgh — WCAE Inc. Granted cancellation of license and deletion of call letters for 96.1 mc, ERP 12 kw. Deleted May 22.

WGNB (FM) Chicago—WGN Inc. Granted request to cancel license and delete FM station. Deleted May 28.

WWIN-FM Baltimore, Md.—Belvedere Bcstg. Corp. Granted request to cancel license and delete FM station. Deleted May 28.

KRBA-FM Lufkin, Tex.—Darrell E. Yates. Granted cancellation of license and deletion of call letters on 95.5 mc, ERP 2.9 kw. Deleted May 14.

Ownership Changes . . .

Decisions

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. Granted acquisition of control by **Sheldon Anderson** and his mother. Stockholders **George Crome** and **R. F. Harlow** sell their one-third interests to Mr. Anderson (from 16-2/3% to 43-1/3%) and new parties **John Hearne** (25%) and **Charles Thierot** (15%). Total consideration $120,000. Mrs. Anderson retains 16-2/3%. Granted May 27.

KOCS and KEDO-FM Ontario, Calif. Mrs. Jerene Appleby Harnish, Carlton Appleby, Walter Axley and Ernest Atkinson d/b as Daily Report Co. Granted voluntary assignment of license to new partnership, adding **Andrew Appleby** (gift) and **Ralph Fairchild** (1% for $4,300). Granted May 27.

KGMS Sacremento, Calif.—Capitol Radio Enterprises. Granted voluntary assignment of license from previous partnership to **Irving Schwartz, William George** and **John Matranga** d/b as Capitol Radio Enterprises. **Samuel Melnicoe** sells his quarter interest divided equally among former partners so as to give each one-third interest. Consideration $25,000. Granted May 18.

WWDC-AM-FM Washington — Capital Bcstg. Co. Granted assignment of licenses to WWDC Inc., a Delaware corporation. Same principals. Granted May 22.

WJHP-AM-FM Jacksonville, WCOA Pensacola, WTMC Ocala and WDLP-AM-FM Panama City, all Florida—Granted involuntary transfer of control from **John H. Perry Sr.**, deceased, to **John H. Perry Jr.**, voting trustee. Granted May 27.

WRGA-AM-FM Rome, Ga.—Rome Bcstg. Co. Granted voluntary relinquishment of control by **Charles Smithgall** (formerly 59%, now 39%), who transfers 20% to **Southland Pub. Co.**, which he controls, for $10,811. Granted May 19.

WCRW Chicago—Clinton R. White. Granted voluntary assignment of license to co-partnership with his wife. No consideration. Granted May 27.

KCHA Charles City, Iowa.—Inland Bcstg. Corp. Granted voluntary transfer of control to Radio Inc. Involves transfer of all stock from five principals for $40,000. **Charles Ellis**, president and 95.5% owner, manages agricultural properties. Granted May 27.

KJFJ Webster City, Iowa—Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land 'O Corn Bcstg. Co. Granted assignment of license to new partnership of **Mr. and Mrs. Warren and Lloyd and Margaret Karr**, attorneys. **Mr. and Mrs. Bladine** sell their half interest to **Mr. and Mrs. Karr** for $10,973. Granted May 27.

WSPR-AM-FM Springfield, Mass. — WSPR Inc. Granted voluntary transfer of control from **Mrs. Ruth Brackett**, executrix of estate of **Quincy Brackett**, deceased (23%), and **Mrs. Alma Breed**, executrix of estate of **L. B. Breed**, deceased (25%) to those principals individually. Granted May 27.

KAUS Austin, Minn. — Cedar Valley Bcstg. Co. Granted voluntary relinquishment of negative control by **Harry M.** and **Albert W. Smith** (25% each). Stock distributed to other four stockholders giving the six equal interests. Consideration 25% of full purchase price, unspecified. Granted May 18.

WSKB McComb, Miss.—Lester Williams. Granted voluntary assignment of license to WSKB Inc. Mr. Williams retains 98.5% and three local stockholders are added with 0.5% each. Consideration unspecified. Granted May 22.

KRGI Grand Island, Neb.—Grand Island Bcstg. Co. Granted assignment of CP to Grand Island Bcstg. Co. Inc. **Samuel Wohlbach** retires and sells his interest 20% in equal parts to **Robert Lester** and **Wilber Bachman** (held 10% each before transfer). Total consideration $10,000. Granted May 22.

WGNR-AM-FM New Rochelle, N. Y.—New Rochelle Bcstg. Service Inc.—Granted involuntary assignment of license to **Irving J. Roth**, trustee in bankruptcy. Granted May 18.

WJET Erie, Pa.—Jet Bcstg. Co. (Myron Jones). Granted voluntary assignment of license to Jet Bcstg. Co. Inc. Mr. Jones transfers 36.5% to **William Flickenstein** in payment of $5,000 loan and 12.5% to **Frank Dieringer** to repay $25,000 loan. Granted May 27.

WPTZ (TV) Philadelphia—Philco Corp. Granted voluntary assignment of license to **Westinghouse Radio Stations.** Consideration $8.5 million, largest sale price for a single broadcast property. Philco valued its NBC affiliation at $5 million; its good will at $1.5 million. Granted May 27.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. Granted assignment of CP to present partners excluding **Laura Thorpe**, who returns 25% interest for $100. Granted May 27.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. Granted voluntary assignment of license from Sherman (wholly owned by **Charles Cain**) to **Col. Howard L. Burris**, Air Force. Consideration $25,000. Mr. Cain is entering the Air Force. Granted May 27.

KPUY. Puyallup, Wash.—Clarence Wilson and P. D. Jackson d/b as Radio Station KPUY. Granted voluntary assignment of license to **Henry Perozzo** (87%), airline flight superintendent, and **Antonio Gomez** (13%), airline pilot. Consideration $45,000. Granted May 27.

KGA Spokane, Wash.—Corp. of Gonzaga U.—Granted voluntary assignment of license to **Bankers Life and Casualty Co.** Bankers gets 10-year lease at $40,000 annually with option to buy properties for $100,000. Granted May 27.

KWOS-AM-FM Jefferson City, Mo.—Capital Bcstg. Co. Granted involuntary transfer of control from R. C. Goshorn to Lenore R. Goshorn, R. L. Rose and Catherine Roer, executors of estate of R. C. Goshorn, deceased. Granted May 26.

WHUM-AM-TV Reading, Pa.—Eastern Radio Corp. Granted relinquishment of positive control by Humboldt J. Greig through termination of voting trust agreement with Jessie P. Greig. Granted May 25.

WHDH-AM-FM Olean, N. Y.—WHDL Inc. Relinquishment of control by E. B. Fitzpatrick through sale of 150 sh to Grey Fitzpatrick and Mrs. Jean F. Henzel. Filed June 1.

KGIL San Fernando, Calif.—San Fernando Valley Bcstg. Co. Requests voluntary transfer of control to **American Bcstg. Stations** (WMT Cedar Rapids, Iowa)—KJBS Bcstrs. (KJBS San Francisco), through transfer of 80% of voting stock. Total consideration $59,000 maximum; to **F. J. Smalley**, $45,000; **Howard P. Gray**, $9,000, and to **Les Scherer** and **J. C. Morse** no more than $5,000. Filed May 28.

WPCF Panama City, Fla.—Bay County Bcstg. Co. Requests voluntary relinquishment of negative control by **Edward G. Holmes** and acquisition of positive control by **E. L. Dukate** (56.6%). Transfer involves several stock changes. Consideration unstated. Filed May 25.

WALE Fall River, Mass.—Narragansett Bcstg. Co. Requests voluntary acquisition of control by **George L. Sisson Jr.**, through purchase by Narragansett of 49.7% from four withdrawing stockholders. They are: **Robert E. L. Kennedy** (8.6%), partner in Kear & Kennedy, Washington consulting radio engineers, **William A. Porter**, (21%), partner in Bingham, Collins, Porter & Kistler, Washington lawyers, **Nellie McCain** (20%) and two additional parties. Total consideration $49,560. Filed May 25.

WCRE Cheraw, S. C.—R. D. Baxley d/b as Chesterfield Bcstrs. Requests assignment of license to Chesterfield Bcstrs. Inc., including **Mr. Baxley** (40%), **Robert Misenheimer** (40%) and **Hugh Morris** (20%). Consideration: Mr. Baxley's stock interest plus assumption of $8,994 note by corporation. Filed May 25.

KSEL Lubbock, Tex.—Lubbock Bcstg. Co. Requests assignment of license from licensee corporation to partnership of same principals d/b as Lubbock Bcstg. Co. Filed May 22.

WIVI St. Croix, Virgin Islands—Radio American West Indies. Requests voluntary transfer of control from **Edward Moore**

WWJ

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Vickers to **Hazel Vickers** in compliance with divorce decree. Mrs. Vickers, presently holding 15%, would increase her equity to 80%. Filed May 26.

Application Dismissed

KXIT Dalhart, Tex.—At request of attorney, dismissed application for assignment of license from Dalrad Assoc. to N. D. Allender. Dismissed May 21.

Hearing Cases

Portsmouth, Ohio. New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440)—By memorandum opinion and order, FCC granted petition of Woodruff requesting that its TV bid be retained in hearing status. FCC directed hearing examiner to consider relevant facts regarding dismissal of competitive application of Brush-Moore Newspapers Inc. Order May 28; reported June 1.

Sacramento, Calif. New TV, uhf Ch. 46. John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343)—By memorandum opinion and order, FCC granted joint petition to extent that their applications are retained in hearing status. Directed examiner to proceed with hearing on issues not rendered moot by proposed dismissal of Gross application. Referred to examiner in connection with preparation of an initial decision that portion of petition which requests dismissal of Gross application. Order May 28; reported June 1.

Lorain, Ohio. New TV, uhf Ch. 31. Lorain Journal Co. (BPCT-1116) and Elyria-Lorain Bcstg. Co. (WEOL) (BPCT-1124). Designated for hearing to begin June 26.

Glenville, W. Va. Allocation of vhf Ch. 5 (Docket 10470)—Extended to June 15 deadline for filing comments, on petition of Appalachian Bcstg. Co. (WCYB Bristol, Va.).

Fayetteville, W. Va. Assignment of vhf Ch. 4. By memorandum opinion and order Commission rescinded April 1 action assigning Ch. 4 to Fayetteville. It explained that assignment was made at request of Robert R. Thomas Jr., who indicated intention of filing for Fayetteville CP but instead applied for Oak Hill, W. Va.

Lubbock-Slaton, Tex. New AM, 1340 kc, 250 w unlimited. South Plain Bcstrs., Slaton, (BP-8291) and Texas Tcstg. Inc. (KDUB-TV), Lubbock, (BP-8772)—Designated for hearing. KDPN Pampa, Tex., made party.

WGGA Cedartown, Ga. Timm Inc. Facilities change from 1340 kc, 250 w unlimited to 980 kc, 1 kw daytime (BP-8640)—Designated for hearing with WKLF Clanton, Ala., party.

Evanston-Rockford, Ill. New AM, 1330 kc, daytime. N. Shore Bcstg. Co., Evanston, (Docket 10062) and Rock River Bcstg. Co., Rockford, (Docket 10084)—Granted both applications (N. Shore for 500 w, Rock River for 1 kw). Decision May 21; announced May 26.

Houston-Dallas. AM facilities on 740 kc. KTRH Bcstg. Co. (KTRH Houston) (Docket 8753) and Tex. Star Bcstg. Co. (Docket 8258)—After case was remanded to it by Dist. of Col. Circuit Court of Appeals for reconsideration FCC, by memorandum opinion and order, set aside denial of KTRH to change daytime directional array with 50 kw power and designated application for further hearing with Texas Star bid for new AM on 740 kc, 5 kw night, 10 kw day, directional unlimited.

Lancaster, Pa. New TV, vhf Ch. 8.

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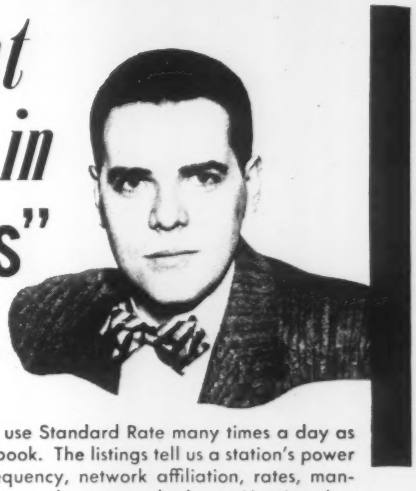
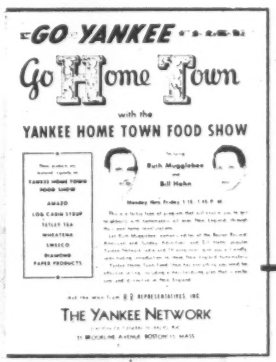


Michael Donovan, time buyer at McCann-Erickson, New York, says



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Peoples Bcstg. Co. (WLAN) (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366)—By memorandum opinion and order FCC denied Peoples' petition asking reconsideration of Commission action March 25 denying Peoples' petition for modification and enlargement of hearing issues. Action May 28; announced May 29.

Thibodaux, Houma, La. AM facilities on 630 kc. Delta Bcstrs. Inc., Thibodaux (Docket 8602) and Charles Wilbur Lamar, Jr. (KCIL) (Docket 9442)—FCC in final decision granted Delta bid for new AM, 500 w, daytime, and dismissed with prejudice KCIL application to change from 1490 kc to 630 kc, 1 kw unlimited. Decision May 28; reported May 29.

Charlotte, N. C. Radio Station WSOC Inc. (WSOC) (Docket 9875)—By memorandum opinion and order Commission postponed action on WSOC motion for reopening record in proceeding involving its bid for new antenna (1240 kc, 250 w unlimited); also postponed action on motion of chief of FCC Broadcast Bureau to enlarge hearing issues to include consideration of program service of WKDK Newberry, S. C., and to reopen record to take testimony, pending filing of exceptions to initial decision. FCC also postponed action on chief's requests for oral argument. Deadline for filing exceptions extended to June 18. Decision May 28; reported May 29.

Opinions and Orders . . .

TV Allocation—By memorandum opinion and order FCC denied petition of Lawrence A. Harvey seeking assignment of uhf Ch. 58 to Beverly Hills, Calif. Action May 27.

Subscription TV—By letter, FCC denied request of WOR-TV New York to demonstrate Skiatron Subscriber-Vision System over its facilities during regular broadcast hours June 6-June 17. Commission contended sufficient opportunity for demonstration is allowed by its authorization to use non-broadcast hours. Decision May 27.

New Petitions . . .

May 25

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 10492)—Comments filed by WNEW New York, A. Earl Cullum Jr., Westinghouse Radio Stations Inc., American Broadcasting-Paramount Theatres Inc., KXLA Pasadena, Calif.

Beaumont, Tex. New TV, vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10286), Beaumont Bcstg. Corp. (KFDM) (Docket 10267) and KTRM Inc. (KTRM) (Docket 10288)—Proposed findings filed by all parties.

Provo, Utah. New TV, vhf Ch. 11. KOVO Bcstg. Co. (KOVO) (BPCT-867) and Central Utah Bcstg. Co. (KCSU) (BPCT-1642)—KOVO requests immediate grant of its earlier petition for conditional grant of its TV bid.

Pontiac, Mich. New AM grant, 1460 kc, 500 w full time, directional night, James Gerity Jr.—Mr. Gerity replies to letter opposing grant filed earlier by Chief Pontiac Bcstg. Co. Latter wants comparative hearing on its bid.

KOB Albuquerque, N.M. Extension of SSA (Docket 10336)—WBZ Boston opposes motion of WABC New York to reopen record, for new evidence. Also files reply to WABC exceptions and brief. KOB filed reply to WABC exceptions May 28.

Evansville, Ind. New Tv, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464)—Evansville TV Inc. asks waiver Sec. 3,613(a) to show studio location outside city limits and for determination petitioner is technically qualified in its proposal as amended.

Lancaster, Pa. New TV, vhf Ch. 8, WGAL-TV and Peoples Bcstg. Co. (WLAN)—Request by chief of FCC Broadcast Bureau for order that depositions by Peoples not be taken. Deposition request is too vague, chief alleges. Peoples on May 28 filed opposition to WGAL-TV's petition for review of examiner's ruling allowing depositions.

May 26

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471), Tri-State Testg. Corp. (Docket 10472) and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Opposition by chief of FCC Broadcast Bureau to petition of Tri-State for clarification of issues or enlargement of issues. Opposition filed May 27 by Southern TV. WDEF filed comments May 28.

TV allocations. Proposal to add vhf Ch. 5 at Glenville, W. Va. (Docket 10470)—Polan Industries, which asked for allocation involved, filed opposition to request of WCYB Bristol, Va., for extension of time to file comments. WCYB on May 27 filed opposition to proposed allocation and offered counter-proposal to add Ch. 5 to Weston, W. Va. WCBY noted Glenville use of Ch. 5 would conflict with its application for Ch. 5 at Bristol but would not conflict with bid of WOPI Bristol, Tenn. WCYB attributed significance to fact counsel for Polan also is counsel for WOPI. WCYB has pending before FCC complaint charging WOPI's application was filed to block WCYB's bid. WCYB alleges Glenville is too small to support TV.

May 27

Proposed agreement between U. S. and Canada re assignment of Class II AM stations on clear channels (Docket 10453)—Comments in opposition filed by WERD Atlanta, Ga.; Assn. of Federal Communications Consulting Engineers.

KRNR Roseburg, Ore.—Petitions for allocation of vhf Ch. 4 there since uhf Ch. 28 is incapable of desired propagation. Would remove Ch. 4 from Medford where no application has been filed, KRNR states.

Wichita, Kan. New TV, vhf Ch. 10. Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263)—Both parties petition examiner to revise his directive concerning filing of proposed findings. On May 28, chief of FCC Broadcast Bureau filed proposed findings, concluding both applicants meet FCC rules and technical requirements.

Mobile, Ala. New TV vhf Ch. 5. WKRG-TV Inc. (WKRG) (Docket 10437) and Mobile TV Corp. (Docket 10458)—Chief of FCC Broadcast Bureau comments on petitions by Mobile TV Corp. respecting proposed issues on financial and other qualifications of WKRG-TV Inc. Mobile TV wants new issues added and is opposed by WKRG-TV Inc.

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bcstg. Co. (WROL) (Docket 10510) and WKGN Inc (WKGN) (Docket 10511)—WROL opposes petition of WKGN for leave to amend its application.

Youngstown, Ohio. New TV, uhf Ch. 21—Valley TV Co. asks FCC to dismiss as too late application of Polan Industries for

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extension of completion date for its CP for Ch. 21, charging CP expired May 19. Valley asks grant of its own pending application.

Assignment of vhf Ch. 2 at Chicago—Requests for special temporary authority to operate on Ch. 2 in compliance with provision by order of Court of Appeals were filed with FCC by Zenith Corp. and WBBM-TV (CBS).

KOAT Albuquerque, N.M. Application to change from 250 w on 1240 kc to 1 kw day, 500 w night on 860 kc (BP-8732)—KOA Denver asks hearing, alleging interference at night.

Central City, Ky. New AM, 1380 kc, 500 w daytime.—Central City-Greenville Bcstg. Co. petitions FCC to reinstate CP (BP-7856) granted Nov. 21, 1951, but withdrawn by FCC after May 1, 1952, for failure to prosecute. Petitioner asks 30 days to prepare new application, explains failure to build under original CP was due to "virtual state of siege" which existed there in 1952 from efforts of United Mine Workers of America to organize every local business in test demonstration of national union strength. Once again local business conditions are settled, petitioner asserts.

May 28

Columbia, S.C. WIS-TV Corp., grantee vhf Ch. 10 (BPCT-1560)—Spartan Radiocasting Corp. (WORD), Ch. 7 applicant at Spartanburg, petitions for reconsideration of FCC memorandum opinion and order released May 18 denying protest of Ch. 10 grant to WIS-TV Corp. Protest also asked that WIS-TV Corp. principals be required to choose among that channel and others requested at Spartanburg (Ch. 7) and Charlotte, N.C. (Ch. 9) because of alleged Grade A overlap [B•T, May 25, 18]. WORD wants conditional grant on Ch. 7.

KVOL Lafayette, La. Modification of CP to boost daytime power from 1 kw to 5 kw, on 1330 kc, 1 kw night directional (Docket 9739)—KVOL files reply attacking interference claims made by KXYZ Houston and KOLE Port Arthur, Tex., in petitions opposing request of KVOL for reconsideration of FCC decision denying power boost to KVOL.

May 29

San Juan, P. R. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Corp. (WKVM) (Docket 10437)—American asks 60 day continuance of hearing set June 1.

Champaign, Ill. New TV, uhf Ch. 21. Champaign-Urbana TV Inc. (BPCT—1631)—Petitions for immediate consideration and grant, requesting FCC to investigate anonymous telegram protesting applicant to determine whether "this improper conduct was on the part of a permittee or licensee subject to Commission jurisdiction."

Routine Roundup . . .

May 27 Decisions
BY COMMISSION EN BANC
Advised of Hearing

Lock Haven Bcstg. Corp., Lock Haven, Pa.—Is being advised that application (BPCT-1568) for new TV to operate on Ch. 32 involves considerations which indicate necessity of hearing.

St. Johns Bcstg. Co., Portland, Ore.—Is being advised that application (BP-8553) for new AM on 860 kc, 500-w-D involves engineering considerations which indicate necessity of hearing.

Clarence E. Franklin, Parkersburg, W. Va.—Is being advised that application for new AM (BP-8727) to operate on 1400 kc, 100 w, 250 w-LS, unl. involves interference considerations which indicate necessity of hearing.

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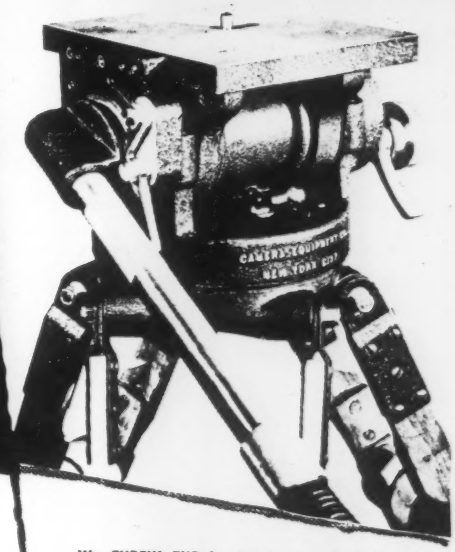

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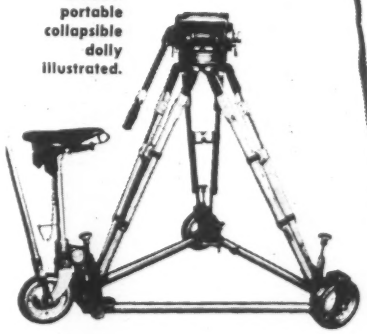

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FOR THE RECORD

James W. and Hope N. Miller, Southbridge, Mass.—Are being advised that application (BP-8449) for new AM on 970 kc, 500 w-D, involves interference considerations which indicate necessity of hearing.

Extension of SSA

Granted extensions of SSA to following stations for period ending Aug. 1:

WNYC New York for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. EST to sunrise New York City and from sunset Minneapolis to 10 p.m. EST; KFAR Fairbanks, Alaska, to use 660 kc, 10 kw, unl.; KWBU Corpus Christi, Tex., to use 1030 kc, 50 kw, from local sunrise, Boston, to local sunset Corpus Christi; WOI Ames, Iowa, to use 640 kc, 1 kw, from 6 a.m. to local sunrise CST.

Renewal of License

Following granted renewal of license for regular period:

WCOC Meridian, Miss.; WMFG Hibbing, Minn.; WSKR(FM) Shelbyville, Ind.; WWYO Pineville, W. Va.; KBWL Blackwell, Okla.; KBYE Oklahoma City, Okla; KLWN Lawrence, Kan.; KOIL Omaha, Neb.; KRHD Duncan, Okla.; KTOP Topeka, Kan.; KTOW Oklahoma City, Okla.; KVSO Ardmore, Okla.; KWOE Clinton, Okla.; WEEX Easton, Pa.; KOTV(TV) Tulsa, Okla.; WREN Topeka, Kan.; KGAR Garden City, Kan.; KMUS-FM Muskogee, Okla.; KCRW(FM) Santa Monica, Calif.; WHKW Madison, Wis.

KSEO Durant, Okla., Democrat Printing Co.—Granted renewal of license subject to condition that grant is without prejudice to any action that may be taken in Docket 8258. (Licensee is party to litigation with Texas Star Bcstg. Co., involving technical interference problems to KSEO).

Granted CP

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—Granted CP for change in trans. site, ant. system and ant. height from 360 ft. to 240 ft.; engineering conditions (BPH-1848).

ACTIONS ON MOTIONS
By Comr. Frieda B. Hennock

Pioneer Bcstrs. Inc., Portland, Ore.—Granted request for withdrawal of petition for rehearing filed on Jan. 6, 1953, in proceeding re application (Docket 9136; BPCT-431) and that of Mt. Hood Radio & Television Bcstg. Corp. (Docket 10316; BPCT-1029).

Radio Station WBIR Inc., Knoxville, Tenn.—Granted petition to amend application for CP for new TV (Docket 10513; BPCT-686) to submit modified list of exhibits; reflect changes in officers, directors and stockholders; submit amended by-laws; submit revised Sec. III showing changes in estimated cost of construction, etc.; changes in proposed programming and show change in main studio location.

Chief, Broadcast Bureau—Granted petition for extension of time to and including June 8 to file reply to motion to re-open record filed by American Bcstg.-Paramount Theatres Inc. (WABC) in matter of Albuquerque Bcstg. Co., Albuquerque, N. M. (KOB) for extension of SSA (Docket 10336; BSSA-275).

By Hearing Examiner H. Gifford Irion

Notice of conference is given re applications of WTAG Inc. (Docket 10496; BPCT-1060) and Wilson Enterprises, Inc. (Docket 10497; BPCT-1241) for CPs for new TV stations on Ch. 20 in Worcester, Mass., June 8.

By Hearing Examiner Fanney N. Litvin

Premier Television Inc., Evansville, Ind.—Granted request for continuance of conference in proceeding re application and that of W. R. Tuley for CPs for new TV stations on Ch. 62 in Evansville, Ind., pending action on petition by Tuley to dismiss application; conference continued to June 22.

By Hearing Examiner Herbert Sharfman

Evansville Television Inc., Evansville, Ind.—Granted petition to amend TV application by proposing certain engineering mathematical corrections and submitting explanatory exhibit concerning applicant's main studio location (Docket 10462; BPCT 934).

By Hearing Examiner Thomas H. Donahue

McClatchy Bcstg. Co.; Sacramento Telecasters Inc., Sacramento, Calif.—Notice is given that further hearing in this proceeding (Docket 9013; BPCT-450) (Docket 10298; BPCT-976) will be held in Washington, D. C., May 27.

By Hearing Examiner Benito Gaguine

Lebanon Television Corp.; Steitz Newspapers Inc., Lebanon, Pa.—Upon oral motion of counsel for all applicants and with concurrence by counsel for Commission's Broadcast Bureau, ordered continuance of hearing from May 25 to June 8 (Docket 10459; BPCT-1011) (Docket 10460; BPCT-1028).

By Hearing Examiner William G. Butts

Louis Wasmer; Television Spokane Inc., Spokane, Wash.—In order recited action taken at hearing conference on April 6 and May 18 which shall control subsequent course of hearing in this proceeding (Docket 10422; BPCT-920) (Docket 10423; BPCT-1087).

By Hearing Examiner James D. Cunningham

Allen T. Simmons, Akron, Ohio—Granted motion to extent that it requests continuance of hearing in proceeding re application (Docket 10468; BPCT-1500) and that of Matta Enterprises (Docket 10468; BPCT-1500) for CPs for new TV stations in Akron, Ohio; hearing continued to June 29; motion in other respects denied.

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., WGAL-TV, WGAL Inc., both Lancaster, Pa.—In order after pre-hearing conference held on May 15, recited action and rulings taken which shall govern subsequent course of hearing in proceeding (Docket 10365; Peoples application for CP for new TV); (Docket 10366; WGAL-TV application for CP to change site, increase power and ant. height and for regular operation on Ch. 8); granted petition by Peoples to amend application to show changes re programming, staff, finances, studio location and offices; granted WGAL's petition to amend to submit revised secs. 2 through 5.

May 27 Applications
ACCEPTED FOR FILING
License Renewals

Following stations request renewal of license:

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Co. (BR-504); WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co. (BR-1874); WHAS-TV Louisville, Ky., WHAS Inc. (BRCT-72); WSM-TV Nashville, Tenn., WSM Inc. (BRCT-84); KCOR San Antonio, Tex., KCOR Inc. (BR-1238); WBAT Marion, Ind., Marion Radio Corp. (BR-1733); KLIZ Brainerd, Minn., Brainerd Bcstg. Co. (BR-1286); KXGN Glendive, Mont., Lewis Wiles Moore (BR-2395).

Remote Control Operation

Following have filed for remote control operation of trans.:

KVOR Colorado Springs, Colo., Voice of the Rockies Inc. (BRC-65); WNLC New London, Conn., Thames Bcstg. Corp. (BRC-66); KULP El Campo, Tex., Wharton County Bcstg. Co. (BRC-67).

Extension of Completion Date

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Mod. CP (BPCT-269) which authorized new TV, for extension of completion date from 6/29/53 to 12/21/53 (BMPCT-1131).

KDEN (TV) Denver, Colo., Empire Coil Co.—Mod. CP (BPCT-921) as mod., which authorized new TV, for extension of completion date (BMPCT-1144).

KTVW (TV) Wichita Falls, Tex., White Television Co.—Mod. CP (BPCT-1109), which authorized new TV, for extension of completion date from 7/5/53 to 1/5/54 (BMPCT-1146).

APPLICATIONS RETURNED
License Renewal

WSAU Wausau, Wis., WSAU Inc.—Returned application for renewal of broadcast license (BR-915).

Request CP

Hettinger Bcstg. Co., Hettinger, N. D., c/o Cecil R. Clark—CP for new AM on 1490 kc, 250 w, unl.

May 28 Applications
ACCEPTED FOR FILING
License for CP

KJRG Newton, Kan., George Basil Anderson—License for CP (BP-8205), as mod., which authorized new AM (BL-5014).

KBIM Roswell, N. M., Radio Station KBIM—License for CP (BP-8352), as mod., which authorized new AM (BL-5013).

Extension of Completion Date

WATR-TV Waterbury, Conn., WATR Inc.—Mod. CP (BPCT-965), which authorized new TV, for extension of completion date from 6/29/53 to 9/29/53 (BMPCT-1150).

WRTV(TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. CP (BPCT-1213), which authorized new TV, for extension of completion date from 6/1/53 to 12/1/53 (BMPCT-1151).

WBRE-TV Wilkes-Barre, Pa., Louis G. Baltimore—Mod. CP (BPCT-134), which authorized new TV, for extension of completion date (BMPCT-1149).

June 1 Applications
ACCEPTED FOR FILING
Remote Control Operation

Following stations request remote control operation of trans.:

KCID Caldwell, Ida., Caldwell Bcstg. Co. (BRC-68); KANE New Iberia, La., New Iberia Bcstg. Co. (BRC-70); WENY Elmire, N. Y., Elmire Star-Gazette Co. (BRC-69).

Modification of CP

WXOK Baton Rouge, La., Capital City Bcstg. Co.—Mod. CP (BP-8309), as mod., which authorized new AM, to change frequency from 1260 kc to 540 kc and make changes in ant. system. AMENDED to change name to WXOK Inc. (BMP-6131 Amended).

Extension of Completion Date

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—Mod. CP (BPED-214), which authorized changes in noncommercial educational FM, for extension of completion date (BMPED-264).

KXLY-TV Spokane, Wash., Symons Bcstg. Co.—Mod. CP (BPCT-972), as mod., which authorized new TV, for extension of completion date from 6/17/53 to 11/15/53.

License for CP

WJEF-FM Grand Rapids, Mich., Fetzer Bcstg. Co.—License for CP (BPH-276), as mod., which authorized new FM (BLH-851).

License Renewals

Following stations request renewal of license:

WDUQ (FM) Pittsburgh, Pa., Duquesne U. (BRED-34); WFBM-TV Indianapolis, WFBM Inc. (BRCT-86).

APPLICATIONS RETURNED
Assignment of License

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Voluntary assignment of license to W. L. Kent and John M. McKendon d/b as Central Delta Bcstg. Co.

KSIJ Gladewater, Tex., Gradewater Bcstg. Co.—Voluntary assignment of license to T. W. Lee tr/as Gladewater Bcstg. Co.

June 2 Decisions
Granted Authority

KCID Caldwell, Ida., Caldwell Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-68).

WENY Elmira, N. Y., Elmira Star-Gazette Inc.—Granted authority to operate trans. by remote control (BRC-69).

KJEJ Webster City, Iowa, Land O'Corn Bcstg. Co.—Granted authority to sign-off each weekday evening at 7 p.m. CST during May, June, July and August.

Following granted authority to operate trans. by remote control:

WVCV Cherry Valley, N. Y. (BRCH-25); KVOR Colorado Springs, Colo. (BRC-65); KULP El Campo, Tex. (BRC-67); WNLC New London, Conn. (BRC-66); WGAP Maryville, Tenn. (BRC-64); KIUL Garden City, Kan. (BRC-63); KPDN Pampa, Tex. (BRC-61).

Modification of CP

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Granted mod. CP to change studio location (BMPCT-1141).

WMEV-TV Marion Va., Mountain Empire Bcstg. Corp.—Granted mod. CP to change studio location (BMPCT-1122).

Extension of Completeion Date

Following granted mod. CPs for extension of completeion dates as shown:

WJBK Detroit, Mich., to 12/9/53 (BMP-6203); KIBE Palo Alto, Calif., to 9/1/53 (BMP-6212); WBRE-TV Wilkes-Barre, Pa., to 11/1/53 (BMPCT-1149); KEPO-TV El Paso, Tex., to 12/23/53 (BMPCT-1138); WFMD-TV Frederick, Mo., to 12/23/53 (BMPCT-1125).

Granted License

WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Granted license covering increase in D power, installation of new trans., and change from DA-DN to DA-N; 1380 kc, 1 kw, 5 kw-LS, DA-N, unl. (BL-4971).

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WSSC Sumter, S. C., Radio Sumter—Granted license for AM; condition; 1240 kc, 100 w, unl. (BL-4985).

WGSW Greenwood, S. C., Radio Greenwood Inc.—Granted license for AM; 1350 kc, 1 kw-D (BL-4993).

WHKC Columbus, Ohio, United Bcstg. Co.—Granted license coverir.; installation of new trans. at present location of main trans. to be operated on 610 kc, 1 kw; conditions (BL-4986) (for auxiliary purposes only).

WPID Piedmont, Ala., Piedmont Radio Station—Granted license for AM and for installation of new trans. (BL-4903).

WAPF McComb, Miss., The Southwestern Bcstg. Co. of Mississippi—Granted license covering increase in power, installation of new trans. and make changes in ant. system (BL-5001).

KUDL Kansas City, Mo., David M. Segal—Granted license for AM; 1380 kc, 1 kw-D (BL-4999).

WRMA Montgomery, Ala., The Southland Bcstg. Co.—Granted license for AM; 950 kc, 500 w-D (BL-5004).

WPIN St. Petersburg, Fla., Florida West Coast Bcstrs.—Granted license covering changes in station location and trans. site (BL-4998).

WIRK West Palm Beach, Fla., Ken-Sell Inc.—Granted license covering increase in D power; change from DA-DN to DA-N, and install new trans.; 1290 kc, 1 kw-5 kw-LS, unl., DA-N (BL-4989).

WWNY-FM Watertown, N. Y., The Brockway Co.—Granted license covering changes in FM; Ch. 263, 15.4 kw, unl., ant. 470 ft. (BLH-887).

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Granted license for FM; Ch. 231, 52 kw, ant. 1330 ft. (BLH-887).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—Granted license covering increase in N power and changes in DA system; 1370 kc, 5 kw, unl., DA-N (BL-4935).

Granted CP

WMMW-FM, Meriden, Conn., The Silver City Crystal Co.—Granted CP to make changes in FM (change type trans.) (BPH-1861).

WCAM Camden, N. J., City of Camden—Granted CP to install old main trans. at present location of main trans. to be operated on 1340 kc, 250 w, unl. (BP-8843).

June 2 Applications

ACCEPTED FOR FILING

Modification of License

Northwestern Auto Supply Co., Billings, Mont.—Mod. license to change name from Northwestern Auto Supply Co., to Northwestern Industries Inc. (BML-1543).

Modification of CP

Nathan Frank, Henderson, N. C.—Mod. CP (BP-7733), as mod., which authorized new standard broadcast station, for extension of completeion date (BMP-6218).

Robert W. Rounsaville, Cincinnati, Ohio—Mod. CP (BP-8504, as mod. which authorized new standard broadcast station, for extension of completeion date (BMP-6220).

Richard Field Lewis Jr., Waynesboro, Pa.—Mod. CP (BP-8690), which authorized new standard broadcast station, for approval of ant. trans. location as 0.3 mile West of Pa. Hwy. 316, 1.5 mile SW of Waynesboro, Pa., specify studio location as Main at the Square, Waynesboro, Pa., and change type trans. (BMP-6219).

Application Returned

Charles W. Bullimore, Washington, Kan.—CP for new standard broadcast station to be operated on 1270 kw, 500 w-D.

Upcoming Events

June 8: National Community Television Assn., convention, Park Sheraton Hotel New York.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, N. Y.

June 17-18: Maryland Bcstrs. Assn., meets in Ocean City.

SPECIAL LISTING

(Program and sales conferences, co-sponsored by BAB and BMI.)

June 8-9: Skirvin, Oklahoma City; William Penn., Pittsburgh.

June 10-11: Rice, Houston; Fort Shelby, Detroit.

June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus.

June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.

June 16-17: Alvarado, Albuquerque, N. M.

June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville.

California Independent
$55,000.00

Fulltime 250 watt station in one station market having annual retail sales over $20,000,000.00. Can be handled for $20,000.00 down payment, balance on liberal terms.

Midwest Major Market
$500,000.00

A long established regional facility showing consistent profits. This station has an excellent TV position. Net quick assets of more than $75,000.00 included.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

Frank H. McIntosh
Consulting Radio Engineer
1216 Wyatt Building
Wash. 5, D. C. ME. 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 I St., N. W., Wash. 6, D. C.
Executive 3-1239 Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone Emerson 2-8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising

contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for kilowatt station in Pacific Northeast city with 100,000 trade area. We would prefer man who aggressively sells ideas and knows how to operate in a competitive market. Signal is excellent and remuneration will be geared to gross. Reply to Box 835W, B.T.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B.T.

Northeastern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio's future. Wonderful opportunity for man who can click in this market. Write full details to Box 762W, B.T.

Excellent opportunity for experienced radio **salesman** desiring permanent sales position with old, established network station in southern market. Excellent salary plus bonus. Send photo, complete background experience with application. Box 827W, B.T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special air shows. Box 852W, B.T.

Experienced salesman wanted. Aggressive 1000 watt Michigan regional ABC station. Genuine opportunity for earnings and advancement. Booming industrial area plus resort trade. Please tell all! WKBZ, Muskegon, Michigan.

Firm operating several stations has excellent proposition for young experienced salesman with no bad habits. Must be a ball-of-fire with good common sense. If you think you're the man, contact John Greene, Manager, WKMT, Kings Mountain, North Carolina.

Announcers

Expanding independent needs experienced announcers with ideas. Prefer community-minded family men with varied talents. TV affiliate under construction. Salary open. Send complete data and disc or tape first letter to P. O. Box 369, Chambersburg, Pennsylvania.

Help Wanted—(Cont'd.)

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B.T.

Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 763W, B.T.

Experienced announcer DJ, sincere pitch, handle board. Good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 764W, B.T.

Wanted—Network type disc jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Virginia station. Box 786W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be good announcer. Box 800W, B.T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B.T. and or salesman.

Can you build late afternoon record audience? Can you sell for sponsors? Are you 22-26, with minimum three years experience? Spot open for right man in major market indie starting in $5,000-6,000 yearly bracket. Applications considered from Pennsylvania, Kentucky, West Virginia, Ohio, Indiana, Michigan, Illinois. Send full background first letter. Will request disc, interview if you look good. Box 837W, B.T.

Personality DJ for major midwest market. Opportunity for right man to do some television work also. Box 840W, B.T.

Newsman, experienced in gathering, writing and announcing news, wanted by regional, network affiliated station, major southwestern market. Salary commensurate with ability. Send audition, photo and complete background to Box 847W, B.T.

Announcer-salesman for southern independent, good salary, 15% commission. Box 853W, B.T.

POSITIONS
N E W
TV STATION

EXPERIENCED TV PROGRAM DIRECTOR
EXPERIENCED TV SALESMAN

We require thorough television experience in small or medium size market. Please give complete television station experience, business and character references along with photo and salary requirements in first letter. Permanent position to right party in new station to serve the Texarkana-Shreveport market. Network, live and film programs. Channel Six VHF.

Frank O. Myers, *General Manager*
KCMC-TV, Texarkana, Tex.-Ark.

Help Wanted—(Cont'd.)

Experienced announcer for Louisiana network station. $65. Should have car. Box 856W, B.T.

Experienced announcer, must be very good, with first class operator license. Salary $90. Should have car. Network station in Louisiana. Box 857W, B.T.

Disc Jockey for popular and western music. KDZA, Pueblo, Colorado.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO, Longview, Texas.

Announcer who can handle board. Must have mature selling voice. New modern station. Available for work June 10th. 45 hour week. Starting salary $325.00 month. Send picture and tape to KLUK, Evanston, Wyo.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Good basic announcer interested in breaking into promotion—publicity—merchandising work. We need DJ type announcer capable of handling daily one hour pop-hillbilly music shows. About twenty hours air work weekly. Interest in detail work plus creative thinking in handling promotions important. You will be joining progressive organization owning three radio stations and now building TV. Good base pay plus year end bonus. Send full details, photo, audition disc to WBOK, 505 Baronne, New Orleans.

Experienced announcer-salesman at network daytime station. Salary commensurate with experience and ability, up to $100.00 week. Apply WIFM, Elkin, N. C.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPR, Greenville, Mississippi.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big shots. Southern boy preferred. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun, WSVA, Harrisonburg, Virginia.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.

Chief engineer. Experienced in AM and FM operation. New York metropolitan area, good working conditions. Give experience and salary expected. Box 851W, B.T.

1 kw station needs first class engineer immediately. No announcing, good working conditions. Transportation necessary. Living quarters for single man. Call or wire D. W. Williams, Chief Engineer, KECK, Odessa, Texas.

Chief engineer-announcer to start $90 per week. Announcing ability must be good enough to warrant employment on announcing alone. Opportunity for young man to settle down at good operation as a permanent employee. Personal interview necessary for satisfaction of both employer and employee. KNCM, Moberly, Missouri.

Immediate opening for first class operator. Give full details first letter. WASA, Havre de Grace, Maryland.

Help Wanted—(Cont'd.)

Engineer with broadcast experience, 1000 watt independent. Must have car. WGAT, Utica, New York.

Immediately—Experienced engineer-250 watter and FM. Chief leaving—need replacement. Will talk. All information first letter. C. Jim Murphy. WRLD, West Point, Georgia.

Chief engineer with ability to supervise construction of new radio station in Lake City, S. C. Good job with future and excellent salary. Send background of experience to J. Olin Tice, c/o Lake Broadcasting Corporation, 211 S. Alexander Street, Florence, S. C.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 846W, B.T.

Southwestern Ohio radio-TV production man for agency. About 25 hours a week copy. Give details in correspondence. Confidential. Box 866W, B.T.

Program director—give complete personal details and audition disc or tape in first reply. Prefer small station experience. WASA, Havre de Grace, Maryland.

Television

Technical

Television engineer for maintenance. Salary open. KDZA-TV. Pueblo, Colorado.

TV maintenance man for new VHF station—all new equipment—contact Glen Klein, Chief Engineer, KMMT, Austin, Minnesota.

Production-Programming, Others

WMIN-TV (Channel 11 St. Paul-Minneapolis) needs man experienced in production, direction, spot telecasting, operations supervision. Also need film director to supervise all phases film activity. Give complete particulars, experience, references, age, salary required in first letter. Direct replies WMIN-TV, St. Paul, Minnesota.

Situations Wanted

Managerial

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable and aggressive. Available now for market under 50,000 south or west. Box 776W, B.T.

Wanted: Station owner with following problems: Expenses too high, revenue too low, audience too small, unsatisfactory programming, poor account relations, with independent operation in community of 35 to 75 thousand! Who wants a manager to correct these problems who has: excellent family background, good Army record and not subject to recall, station ownership background, years of training in sales, programming, management and public relations, top references, proven record of accomplishment with independent operation, faith in radio with or without TV competition—who will give manager a free hand to correct problems, support both financial and moral, a management contract, opportunity to purchase interest in station. If you are interested in complete details, references, picture write Box 863W, B.T.

Successful manager, excellent small market background. Midwest preferred. Best references. Box 864W, B.T.

Announcers

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B.T.

Hillbilly disc work. Announcer. Country singer, guitar, piano. Must play personals. Permanent, progressive only. Tape, details request. Box 782W, B.T.

Alert disc jockey, newscaster, copywriter, sportscaster desires work in pleasant community. Free to travel. Veteran. Box 830W, B.T.

Announcer—staff (newscasting-sportscasting-DJ). Gates, G. E. boards—Any location. Box 862W, B.T.

Situations Wanted—(Cont'd.)

Announcer, strong news, DJ, sports, control board. Friendly and versatile. Married, draft exempt. Photo—tape on request. Box 832W, B.T.

News-conscious stations! Successful newscaster-reporter. $100. Primary, secondary market. Box 834W, B.T.

Versatile announcer, strong on commercials, news and ad-lib. Recently featured nationally as originator and DJ of top western and country program. Minimum start $125.00 weekly with appropriate increases commensurate with programs commercial value. No split shifts, oral promises or fifty hour weeks considered. World War II disabled veteran, married, twenty years in commercial radio. Presently employed. Box 836W, B.T.

Announcer—4 years experience both network and indie. 27, veteran, married, college graduate. Box 838W, B.T.

Staff man—Consistent, reliable, conscientious. 24, single, draft exempt, experienced. BA in Speech (radio), currently employed seeking relocation in good eastern market with progressive station. 2 years all phases announcing, DJ, board work. Authoritative bass-baritone, very strong on news and music. Good following here and high recommendations. Tape on request or, if near enough, will come for personal interview and audition. Available July 5th. Write Box 841W, B.T.

Wilson, Glickman and Lee—huh—just try us three. Color and play-by-play of all sports. New ideas. Box 844W, B.T.

Now dig this! Identical twins! Fresh approach, gimmicks, guaranteed to promote interest in television and radio. Disc jockey, news, dramatics, script writing. Strong on play-by-play sports. Hold Writer's Guild card. No drifters we. Married, two children each. How steady can you get? Box 845W, B.T.

Announcer-newscaster. Presently employed. Desires change. Restricted permit. Tape on request. Box 855W, B.T.

Up and coming young announcer, married, college, draft exempt, desires position. Strong newscasting, sports, DJ, good bass voice. 3rd phone. Available immediately. Audition tape on request. Philip Kendehl, 724 East 31st Street, Brooklyn, N. Y.

Announcer-DJ, with news, sports experience. Two years commerical radio. One year Armed Forces Radio Service. Desire position in east. Perry Samuels, 1645 Grand Concourse, Bronx, New York.

Recent SRT graduate desires position as staff announcer. Has knowledge of board. Write Gene Tully, Box 122, Manasquan, N. J. Call Manasquan 7-2671-J.

Experienced announcer, member Alcoholics Anonymous, I'll furnish audition tape, picture, resume, etc. only to stations supplying me with number announcers turnover in past two years, and reasons. Also picture of board equipment, and studio; congeniality of staff, a general resume of business activity. I'm not a wise guy, only want something permanent! Please, no more hysterical panic deals! Also advise if manager has ever been in radio or TV before. Address replies to Paul M. Ward, 408 West Aspen, Flagstaff, Arizona. Phone 638—collect.

Situations Wanted—(Cont'd.)

Technical

Twelve years experience all types pulse equipment. Can take full responsibility maintenance, repair sync generators, cameras, etc. First phone license. Box 850W, B.T.

Production-Programming, Others

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B.T.

Program director—sports announcer—Salesman. Fifteen years experience, married, sober, desires location with progressive station in southwest. No hotshot, dependable, mature. References. Available immediately. Box 848W, B.T.

Program manager in 50,000 watt metropolitan station available July 1st. Excellent references—not a floater. Reasonable reason for making change. Not a "flash-in-the-pan"—just a mature, hard-working radio veteran. Box 854W, B.T.

Is selling around your station a drudgery? Mature producer-director with promotional experience has the cure. Also experienced writer and announcer. Box 858W, B.T.

At liberty June 15th due to change in station ownership: top news man with 22 years background including four years overseas assignment. Top rated regional commentator seven consecutive years same account. 42, Family, college degree. Box 860W, B.T.

Particular employer? Particular employee! Top commerical, news, continuity, program-minded. College grad. NBC Radio-TV School. Presently 5000 midwest net. Excellent references. Veteran. Minimum $90. Box 865W, B.T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B.T.

Technical

First phone—AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Production-Programming, Others

TV program director and production manager of medium sized operation desires to relocate immediately. Have initiated 3 new TV stations. Can save you money. Box 859W, B.T.

For Sale

Stations

Midwest: 250 watt indie. Gross $60,000. Nets $20,000. Will sell for $50,000. Terms possible. Box 825W, B.T.

Excellent affiliated 250 watt daytime broadcasting station in small industrial North Carolina town—single station market. No competition, making money. Wonderful opportunity for topnotch operation. $38,000—terms. Write Box 861W, B.T.

RADIO•TV ACCOUNT SUPERVISOR

Major Chicago advertising agency has position open in expanding radio-TV department for a man to supervise radio and TV client sponsored shows and related agency activity.

To qualify, applicant must be between 30-37 years of age, have a thorough knowledge of TV production and operational procedures and a familiarity with similar activities in radio. Experience working with or in an agency is highly desirable.

Position offers unusual opportunity for advancement.

Write P. O. Box 3576, Chicago 54, Ill., stating qualifications, salary desired.

XUM

For Sale—(Cont'd.)

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B.T.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B.T.

TV mobile unit, GE RA14272, in new condition. Cupboards for storage space for all equipment necessary for remote pickups. Save more than 50%. Write for description. Box 784W, B.T.

FM antenna, four section RCA heavy duty steel pylon, 96-103MC, cheap. Box 785W, B.T.

Remote pickup broadcast, KAAR Engineering type FM-50X. Complete matching transmitter, receiver for 110 volt or can easily be returned to 6 volt operation. Now licensed for 26.47 mc. Practically new, priced right. Box 795W, B.T.

Complete series (156 fifteen minute transcribed programs) available of "Foy Willing and his Riders of the Purple Sage." Open-end with two openings during show for one-minute commercial insertions. Perfect for prospect on western show. Used successfully by present owner station. Will sell outright for less than half-price. Terms if desired. Box 831W, B.T.

Two (2) complete Western Electric 9-A reproducing groups, total of six (6) heads. Best offer takes all. Box 842W, B.T.

One Gates studioette control console model 51CS complete with monitor amplifier $300.00. Contact Miles Shepherd, Chief Engineer, Radio Station KOOL, Adams Hotel, Phoenix, Arizona.

RCA 250 watt transmitter, model 250K; RCA frequency monitor type 311-A; RCA modulation monitor type 66-A; clipper amplifier RCA M1-8231; 700 feet RCA six wire open transmission line using M1-19421 kits; 175 foot self-supporting Blaw-Knox tower with lighting; antenna tuning unit. All in excellent operating condition. Make offer. Chief Engineer, WARM, Scranton, Pennsylvania.

10 kw WE 506B-2 FM transmitter, Bivins-Caldwell FM monitor, Blaw-Knox heavy duty 55-ft. roof tower, RCA 4-section pylon antenna, 300 feet 3-1/8 in. Andrew coax line. Original cost $35,360. All in good condition, lot $8,000 FOB, Columbia, S. C. Station WIS.

Component parts or complete 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

For Sale—(Cont'd.)

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer—WMRN, Marion, Ohio.

Antenna tuning unit, Raytheon R. T. 1000 complete, never been used. WNOP, Newport, Kentucky.

Five Western Electric 9A heads; three tone arms; four filter compensators and equalizers. No reasonable offer refused. Chief Engineer, WTAO, Cambridge, Mass.

Two used 524 Fairchild turntables equipped with Western Electric 109 reproducer group. Extras—three 9A reproducers, three 5A reproducer arms, one equalizer assembly. Quick sale $500.00. WXLW, Indianapolis, Indiana.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

Wanted to Buy

Stations

250 or 1000 watt fulltime or daytime, network or independent station in southeast. Down payment and terms. Box 801W, B.T.

Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 839W, B.T.

1100 feet of Andrews 1-5/8" coax and hangars, Dumont 5000 transmitter, 3 bay RCA channel 2 antenna, 320 ft or over insulated guyed 40 lb tower. Box 849W, B.T.

Wanted: Chain of supermarkets wants good program that will get customers in the stores. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 867W, B.T.

250 watt AM transmitter. Specify make and condition. Give price. Chief Engineer, WJOC, Jamestown, New York.

Presto 10A turntable with or without cabinet. Radio Station WSIV, Pekin, Illinois.

Thesaurus transcriptions featuring Rhythmakers and Rhythmcats. ARG, Box 341, Cooper Station, NYC.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Cal.

Help Wanted

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 717W, B•T

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (CP granted)

Announcers

DONT READ THIS

Unless you already have a good DJ job, are a successful personality, happy in your present work and will not consider making a change except to move up the ladder. Our station, in a 1,000,000 population market by the seashore, has an outstanding DJ spot available. After receiving personal data, snapshot and audition —which should show us your DJ ideas and personality and how you handle straight and ad-lib copy—we will visit your city and personally air-check your show. Box 829W, B.T.

Television

Salesmen

TV SALESMAN

with midwest radio or television experience. Salary and commission Cowles Broadcasting Company. Send complete details to Commercial Manager, KVTV, Sioux City, Iowa.

Situations Wanted

Television

WOMAN . . . 15 YEARS EXPERIENCE

all phases station operation
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Team has record of above successful accomplishment in a going VHF station, in competitive inland market. Good network acquaintanceship. Only desire greater opportunity in pleasant climate where experience and ability will be recognized for mutual financial benefits.

References that will stand stiff inspection, on request.

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Philco's Pitt Predicts Bigger Canada Sales

TELEVISION set sales in Canada will be at least two and a half times greater this year than last, Dr. Courtnay Pitt, Philco Corp. vice president for finance, said recently at ground-breaking ceremonies for a new Philco plant in Toronto.

Philco Corp. of Canada is erecting a modern, 80,000 sq. ft. plant at Don's Mills, a Toronto suburb, where it will manufacture TV sets, radios and other electronic equipment, with completion expected early in 1954. The firm formerly had rented Toronto quarters for its manufacturing operations there since 1929.

New Vhf Allocations Assigned in Canada

TV TRANSMITTER manufacturers in Canada have been informed of a number of changes in TV vhf allocations. Ch. 11, assigned to Ottawa and Toronto, has been moved to Kingston and Hamilton, leaving both Ottawa and Toronto with two vhf and two uhf frequencies. One of the vhf channels in each city is being used by Canadian Broadcasting Corp. stations.

Hamilton, which has a construction permit for an independent station on Ch. 13 (Niagara Television Ltd., CHML, CKOC and CJSH-FM Hamilton) will have Ch. 11 as its vhf allocation, and four uhf channels. Ch. 13 has been shifted to Kitchener, Ont., where a syndicate (Central Ontario Television Ltd., CKCR, Famous Players Canadian Corp., and Electrohome Industries) has applied for Ch. 6, a Toronto allocation, because there was no vhf assignment for Kitchener.

Ch. 7, one of the five vhf channels assigned to Montreal, is understood to have been shifted to Sherbrooke, Que., where there are only two uhf assignments.

These moves of taking one vhf channel from each of the major cities where CBC now has TV stations would be in keeping with the Canadian government's announced policy of limiting operations in major markets to but one station until there are more TV stations in Canada.

Canada TV Sets-in-Use Drop in May, E-H Reports

A DROP IN sets-in-use rating for Canadian television is noted in the May teleratings of Elliott-Haynes, Ltd., Toronto. In the Toronto-Niagara Falls area, where more than half the Canadian TV sets are located, sets-in-use dropped from 72.7 to 63.2 from April to May. American programs from Buffalo continue to be most popular. CBLT Toronto obtained 20% of the total audience.

Most popular programs on CBLT Toronto, in May were *Wrestling* with a rating 37.2, *Stock Car Races* 27.2, *Now's Your Chance* 26.4, *Aldrich Family* 25.1, and *Studio One* 23.6. (Last two were U. S. network shows microwaved to Toronto.)

Most popular programs in the southern Ontario area from WBEN-TV Buffalo, were *Arthur Godfrey* 73.4, *Comedy Hour* 73.2, *Dragnet* 72.4, *Two for the Money* 72, and *TV Theatre* 70.5.

At Montreal, most popular programs on CBFT, were *Wrestling* 75, *Bell Singers* 70, *What's the Record* 67.3, *Cruise to Europe* 66.8, and *Pays et Merveilles* 64.7.

Sets-in-use in the Montreal area dropped from 60.7 to 53.6 from April to May, after steady increases since the first of telecasting in September.

Program Techniques Feature Canada Meets

PROGRAM techniques designed to raise the calibre of station service and to increase the radio audience were outlined at a series of Western Canada clinics that wound up May 23. The clinics were held under auspices of BMI Canada Ltd.

Record attendance featured the meetings, with 128 at the May 19 Calgary session and 136 attending the May 21 clinic at Regina. Harold Moon, assistant general manager of BMI Canada, was chairman of the Alberta clinic with Hal Crittenden, CKCK Regina, as chairman of the Regina meeting. Clinics were held May 22 at Amherst and May 23 at Winnipeg.

Speakers at the sessions included Henry Viney, CFCN Calgary; Carl Haverlin, BMI New York, who outlined plans for presentation of Canadian concert music by Leopold Stokowski during the autumn; Eugene Halliday, KSL Salt Lake City; Don Clayton, CJCA Edmonton; James D. Russell, KVOR Colorado Springs; Lee Jacobs, KBKR Baker, Ore.; Vern Dallin, CFQC Saskatoon; Jerry Johnson, CKBI Prince Albert.

Situations Wanted—(Cont'd.)

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Judge Justin Miller has put his Pacific Palisades, California home on the market for sale at a price of $39,500.00 Broadcasters who have visited Judge and Mrs. Miller at this mountainside home will remember its glorious marine and mountain view and the generous proportions, both of the house itself and the surrounding grounds.

The Pacific Palisades section of Los Angeles is smog-free because of the prevailing sea breezes, and has become the most favored residential section of the City.

Inquiries may be directed to Judge Miller at the NARTB headquarters office, 1771 N Street, N. W., Washington, D. C., or to Pacific Palisades, California.

NOW THAT THE LID IS OFF

LAST WEEK the "ice cap" was thawed too. On June 2 the one-year moratorium on changes in the FCC's final television allocation expired by its own terms. The way then was opened for petitions to revise the provisions of the Sixth Report.

To date there hasn't been any stampede. There probably won't be, based on our soundings. But there are numerous places where beneficial changes could be made. The FCC has admitted inadvertant mistakes. The procedure established entails "rule-making" before any changes in the report can be effected. That is a cumbersome, unwieldly process, and the Commission, in its zeal to speed up, may find some short-cuts.

The FCC, during the one-year ban, refused to consider even the most meritorious pleas for departures from the final report. It was fearful that it would create precedent, and thereby open the flood-gates to less worthy petitions—and to the inevitable political pressures.

Now it need not be concerned. It has established a basic allocations structure. It has authorized 360 new TV stations. It has accomplished its main purpose of moving toward nationwide, competitive service, without inviting a frontal attack against the legality of its plan.

In this past year, there have been numerous injustices innocently perpetrated by the FCC. It had no real defense against "strike" applications, some of them actually "black-mail." It was forced to grant some unworthy applications, while the best-qualified contenders sat it out to await comparative hearings.

Now that the path is clear, the FCC should take the initiative. I should make conditional grants in those situations where blocks have been thrown by applicants who wouldn't have a prayer in comparative hearings. Where those qualified applicants are willing to take the risk and invest their funds, as against the outcome of the hearings, the FCC should move at once by making the conditional grants. The alternative is months, possibly even years of delay, during which important areas would be deprived of desired service.

Then there's the educational crusade, kicked from Congress to the White House and back again. The way is open, under the express terms of the Sixth Report, for petitions seeking transfer of non-commercial reservations to commercial, or vice versa. Those channels not now assigned can be applied for. Those unoccupied assignments available for commercial use can be sought for non-commercial use.

There has been more lobbying on the reservation aspect than any other involved in the allocations. Chairman Tobey of the Senate Commerce Committee, went far beyond his legislative province in threatening the FCC if it disturbed any of the 240-odd reservations.

Broadcasters should have no hesitancy whatever in petitioning the FCC. The Tobey statement was intended to scare off applicants. But the regulations are clear. A prospective applicant who is intimidated by these tactics would be derelict if he didn't apply for a facility lying fallow.

The obvious next step by some educator will be to shift from non-commercial to "non-profit" operation, which will still be commercial in the sense that there would be competition for the advertisers' dollars. If what we have seen is the critereon, the educators will have the way greased in Congress. This would be larceny.

Broadcasters should move now on the uncalled for reserved channels. And they should prepare now for the fight against any organized effort to convert a single non-commercial channel, to semi-commercial or "non-profit" use by educators.

Drawn for Broadcasting • Telecasting by Dick Wang

"Follinsworth!"

IF IT'S GOOD ENOUGH FOR IKE . . .

THERE'S still no clear-cut determination by the White House on regular radio and television broadcasts of President Eisenhower's news conferences. But he has far from ignored the importance of getting direct to the people. His radio broadcast of a fortnight ago on taxes was followed last Wednesday by a dual radio-TV report on the state of the nation—his first full-dress simulcast since the inauguration.

Meanwhile, there has been complete silence on the plan to arrange a schedule of regular broadcasts. The first step was to have been the appointment to the White House secretariat of a qualified radio-TV man to handle direct contacts with networks and presumably radio-TV newsmen.

Some broadcasters have had their misgivings about the attitude of the White House toward them. Last fall, there was no arrangement for a broadcast representative on the Korean trip—until sharp protest brought action. The President didn't say anything particularly reassuring to broadcasters in his message to the NARTB convention last month. He appeared in person before the American Society of Newspaper Editors with a highly significant message.

The fact that the President enlisted the volunteered services of BBDO for production of last week's simulcast, in which four of his cabinet members also participated, underlines the inportance attached by the Administration to White House emanations.

It is to be hoped that the President moves soon on the appointment of his radio-TV aide. It is clear that he intends to rely heavily upon the broadcast media to reach the people direct—and thereby get the "feel" at first hand. Once he has his man, the answer on how to handle regular White House broadcasts should follow swiftly and logically.

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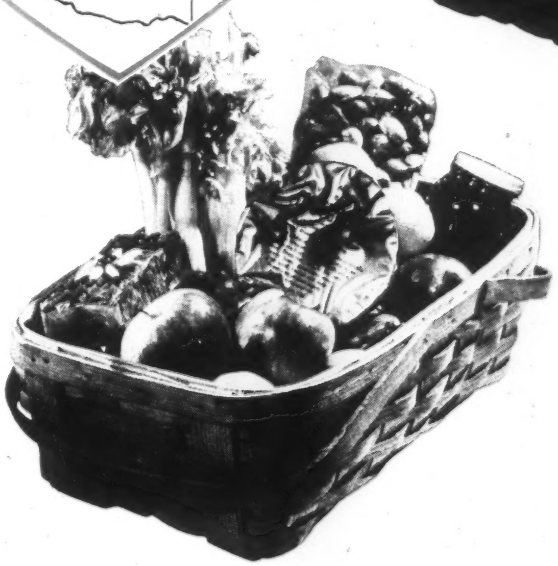

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